

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 4, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	33.6	27,380
2	DALLAS	28.6	23,310
3	60 MINUTES	25.8	21,030
4	JOANIE LOVES CHACHI	25.1	20,460
4	THREE'S COMPANY	25.1	20,460
6	TOO CLOSE FOR COMFORT	24.5	19,970
7	JEFFERSONS#	23.8	19,400
8	DYNASTY#	23.7	19,320
9	M*A*S*H#	23.5	19,150
10	HART TO HART	23.1	18,830
11	MAGNUM, P.I.	22.9	18,660
12	DUKES OF HAZZARD	22.7	18,500
13	FALCON CREST#	22.2	18,090
14	HAPPY DAYS	21.8	17,770
15	CBS NCAA BSKBL CHAMP-MON.(S)	21.6	17,600
16	ALICE	21.2	17,280
17	ONE DAY AT A TIME	20.4	16,630

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	21.4	46,240
2	JOANIE LOVES CHACHI	19.8	42,700
3	DALLAS	19.4	41,890
4	DUKES OF HAZZARD	18.3	39,430
5	THREE'S COMPANY	18.2	39,290
6	WIZARD OF OZ(S)	17.9	38,520
7	60 MINUTES	16.7	36,110
8	HAPPY DAYS	16.6	35,880
9	TOO CLOSE FOR COMFORT	16.3	35,200
10	MAGNUM, P.I.	15.6	33,590
11	JEFFERSONS#	15.5	33,400
12	IT'S MAGIC CHARLIE BROWN(S)	15.2	32,790
13	M*A*S*H#	15.1	32,610
14	CHIPS#	15.0	32,450
15	CBS NCAA BSKBL CHAMP-MON.(S)	14.2	30,580
16	CHARLIE BROWN'S ALL STARS(S)	14.1	30,310
17	LOVE BOAT	14.0	30,110
18	FAT ALBERT EASTER SPECIAL(S)	13.9	29,970
19	FALCON CREST#	13.6	29,420
20	HART TO HART	13.6	29,370
21	DYNASTY#	13.5	29,220

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	29.9	25,330
2	DALLAS	25.3	21,420
3	FALCON CREST#	21.4	18,140
4	60 MINUTES	20.4	17,280
5	JEFFERSONS#	18.9	15,990
6	DYNASTY#	18.7	15,870
7	THREE'S COMPANY	18.6	15,790
8	MAGNUM, P.I.	18.4	15,610
9	TOO CLOSE FOR COMFORT	18.4	15,550
10	JOANIE LOVES CHACHI	18.1	15,300
11	ALICE	17.9	15,160
12	M*A*S*H#	17.8	15,080
13	TRAPPER JOHN, M.D.#	17.4	14,730
14	HART TO HART	17.3	14,670
15	DUKES OF HAZZARD	16.3	13,830
16	HOUSE CALLS#	16.3	13,780

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	20.0	15,230
2	CBS NCAA BSKBL CHAMP-MON.(S)	19.8	15,100
3	60 MINUTES	19.5	14,880
4	DALLAS	16.9	12,860
5	MAGNUM, P.I.	15.5	11,830
5	M*A*S*H#	15.5	11,830
7	THAT'S INCREDIBLE#	15.4	11,700
8	HILL STREET BLUES	14.7	11,190
9	TOO CLOSE FOR COMFORT	14.2	10,840
10	CBS NCAA BSKBL CHAMP.SA-2#	14.2	10,790
11	HART TO HART	14.1	10,700
11	NBC SUNDAY NIGHT MOVIE	14.1	10,700
11	THREE'S COMPANY	14.1	10,700
14	ABC SUNDAY NIGHT MOVIE	14.0	10,690
15	9 TO 5	13.7	10,440
16	BOB HOPE LAUGHS/MOVIE AWD(S)	13.3	10,150
17	BRET MAVERICK	13.3	10,110
17	DYNASTY#	13.3	10,110
17	JEFFERSONS#	13.3	10,110

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 4, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	27.9	14,840
2	DALLAS	20.9	11,100
3	JOANIE LOVES CHACHI	20.5	10,890
4	FALCON CREST#	18.3	9,720
5	TOO CLOSE FOR COMFORT	18.3	9,700
6	HART TO HART	18.1	9,600
7	THREE'S COMPANY	18.0	9,560
8	DYNASTY#	17.6	9,330
9	WIZARD OF OZ(S)	16.8	8,930
10	ABC MONDAY NIGHT MOVIE#	16.7	8,880
11	HAPPY DAYS	16.3	8,680
12	60 MINUTES	15.8	8,420
13	JEFFERSONS#	15.8	8,380
14	TRAPPER JOHN, M.D.#	15.7	8,350
15	M*A*S*H#	15.6	8,310
16	HILL STREET BLUES	15.6	8,280
17	9 TO 5	15.5	8,220

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	32.8	8,490
2	ACADEMY AWARDS(S)	32.6	8,440
3	60 MINUTES	29.6	7,660
4	MAGNUM, P.I.	27.4	7,090
5	FALCON CREST#	26.3	6,810
6	ALICE	25.5	6,590
7	JEFFERSONS#	24.9	6,430
8	ARCHIE BUNKER'S PLACE	24.2	6,260
9	AFI-SALUTES FRANK CAPRA(S)	22.7	5,880
10	ONE DAY AT A TIME	22.1	5,720
11	DUKES OF HAZZARD	21.0	5,430
12	TRAPPER JOHN, M.D.#	20.9	5,410
13	DYNASTY#	20.1	5,210
14	M*A*S*H#	19.9	5,150
15	THREE'S COMPANY	19.5	5,040
16	CAPITOL(S)	19.4	5,030
17	BRET MAVERICK	19.0	4,910
18	PAVAROTTI & FRIENDS(S)	18.9	4,880
19	LOVE BOAT	18.8	4,860

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NCAA BSKBL CHAMP-MON.(S)	19.2	9,800
2	ACADEMY AWARDS(S)	19.0	9,690
3	HILL STREET BLUES	16.0	8,160
4	60 MINUTES	15.7	7,980
5	HART TO HART	14.9	7,610
6	THREE'S COMPANY	14.7	7,510
7	TOO CLOSE FOR COMFORT	14.7	7,500
8	NBC SUNDAY NIGHT MOVIE	14.4	7,350
9	M*A*S*H#	14.4	7,340
10	9 TO 5	14.3	7,280
11	CBS NCAA BSKBL CHAMP.SA-2#	14.0	7,150
12	ABC SUNDAY NIGHT MOVIE	13.9	7,090
13	FALL GUY	13.6	6,920
14	DALLAS	13.5	6,900
15	JOANIE LOVES CHACHI	13.5	6,890
16	DYNASTY#	13.4	6,820
17	TAXI	13.3	6,780

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.5	5,640
2	DALLAS	24.7	4,900
3	MAGNUM, P.I.	24.3	4,820
4	BRET MAVERICK	22.8	4,510
5	ACADEMY AWARDS(S)	21.7	4,300
6	THAT'S INCREDIBLE#	20.5	4,070
7	CBS NCAA BSKBL CHAMP-MON.(S)	19.8	3,920
8	ARCHIE BUNKER'S PLACE	19.2	3,800
9	ALICE	18.7	3,700
10	JEFFERSONS#	18.5	3,670
11	FALCON CREST#	18.4	3,650
12	M*A*S*H#	18.0	3,560
13	REAL PEOPLE	17.7	3,510
14	ONE DAY AT A TIME	17.2	3,400
15	FLAMINGO ROAD	17.1	3,390
16	AFI-SALUTES FRANK CAPRA(S)	16.8	3,320
17	DUKES OF HAZZARD	16.6	3,290
18	CAPITOL(S)	16.2	3,220
19	HOUSE CALLS#	15.8	3,140

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1982 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
																				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK # DAY		START TIME		DUR		NET TYPE		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		WOMEN 18- 34 18- 49 25- 54 35- 64 55+					MEN 18- 34 18- 49 25- 54 35- 64 55+					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
EVENING CONT'D																																											
CBS NCAA BSKBL CHA-CONT'D																																											
9.00 - 9.30																																											
9.30 - 10.00																																											
CBS NCAA BSKBL POST-MON.(S)														197																													
2 MON. 10.01P 14 CBS SC														99																													
CBS NEWS UPDATE(S)														196																													
2 MON. 10.15P 15 CBS N														99																													
CBS REPORTS(S)														168																													
1 SAT. 10.00P 60 CBS DN														96																													
10.00 - 10.30																																											
10.30 - 11.00																																											
CBS SAT. NEWS-SCHIEFFER														24																													
2 SAT. 6.30P 30 CBS N														147																													
CBS SAT. NIGHT MOVIE														19																													
2 SAT. 9.00P 120 CBS FF														191																													
9.00 - 9.30																																											
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CBS TUESDAY NIGHT MOVIES														14																													
2 TUE. 9.00P 120 CBS FF														187																													
9.00 - 9.30														97																													
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10.30 - 11.00																																											
CHARLIE BROWN'S ALL STARS(S)														194																													
2 SAT. 8.00P 30 CBS EA														99																													
CHERYL LADD SPECIAL(S)														202																													
2 WED. 10.40P 60 ABC GV														99																													
10.30 - 11.00																																											
11.00 - 11.30																																											
CHICAGO STORY														5		180		195																									
1 SAT. 8.00P 90 NBC GD														94		97																											
2 SAT. 8.30P 90																																											
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CHIPS														22																													
2 SUN. 8.00P 60 NBC OP														212		99																											
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8.30 - 9.00																																											
CODE RED														19		169																											
1 SUN. 7.00P 60 ABC GD														89																													
CONT'D																																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION												
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												
NO. OF STATIONS & PROGRAM COVERAGE										TEENS (12-17) CHILDREN (2-11)												
WK # DAY START TIME DUR NET TYPE WK 1 WK 2										TOTAL FEM. TOTAL 6-11												
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WK # DAY START TIME DUR NET TYPE WK 1 WK 2										TOTAL FEM. TOTAL 6-11												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																													
FLAMINGO ROAD										3	199	196	A 15.2 23 1239	1596	762 276	811 232	421 380	426 318	614 166	261 281	282 273	106 77^	65^ 39^						
TUE. 9.00P 60 NBC GD										98	97	B 15.1 23 1231	1610	748 268	794 202	379 377	425 333	649 183	303 287	301 282	97 58	70 48							
9.00 - 9.30												A 14.9 23 1214	1610	767 273	817 235	420 379	426 326	624 166	261 283	289 283	95^ 67^	74^ 41^							
9.30 - 10.00												A 15.5 24 1263	1576	756 277	805 227	419 378	427 312	602 167	263 276	274 265	113 86^	56^ 36^							
GIMME A BREAK										21	186	195	A 18.6 30 1516	1920	724 317	841 312	504 409	341 286	529 209	349 320	226 144	239 144	311 215						
THU. 9.30P 30 NBC CS										96	98	B 16.3 25 1328	1917	774 302	878 297	523 458	391 293	544 182	332 309	259 166	219 104	276 203							
GREATEST AMERICAN HERO										21	189	182	A 15.5 24 1263	1951	645 280	718 293	500 462	334 158	605 295	466 416	253 107	211 86^	417 261						
1 WED. 8.00P 60 ABC CS										97	94	B 16.7 25 1361	2090	647 280	717 312	508 449	322 159	648 322	485 411	276 122	243 92	482 294							
2 WED. 8.40P 60												A 14.4 23 1174	1858	601 250	665 228	421 384	316 190^	550 241	403 377	246 106^	222 92^	421 276							
8.00 - 8.30												A 15.4 24 1255	1960	649 284	731 302	496 464	321 171	602 292	471 415	255 100	204 81^	423 264							
8.30 - 9.00												A 16.3 25 1328	1976	664 277	728 321	552 506	357 119^	623 328	486 427	243 115^	213 85^	412 248							
9.00 - 9.30																													
HAPPY DAYS										24	205	202	A 21.8 34 1777	2019	641 266	709 297	489 410	299 188	464 206	337 291	191 101	269 168	577 385						
TUE. 8.00P 30 ABC CS										99	98	B 20.7 32 1687	1969	652 288	731 329	510 404	301 181	516 238	372 307	221 109	270 146	452 301							
HART TO HART										23	200	202	A 23.1 39 1883	1560	692 286	780 318	510 435	356 209	568 268	404 340	231 127	141 66	71 51^						
TUE. 10.00P 60 ABC PD										99	99	B 21.3 35 1736	1680	755 315	833 336	548 467	376 228	588 275	420 354	249 133	164 81	95 68							
10.00 - 10.30												A 23.4 38 1907	1581	698 288	786 323	511 438	356 213	566 264	403 342	232 128	149 68	80 56^							
10.30 - 11.00												A 22.8 40 1858	1532	681 283	770 312	510 435	354 202	567 272	405 338	226 124	134 65	61^ 45^							
HERBIE, THE LOVE BUG										3	184	186	A 15.5 24 1263	2090	727 234	795 249	425 390	360 306	575 170	341 347	319 178	152 67^	568 372						
1 WED. 8.00P 60 CBS CS										97	98	B 15.9 25 1296	1988	717 255	777 260	420 390	342 292	541 167	322 318	292 175	136 72	534 343							
2 WED. 8.38P 60												A 15.5 25 1263	2110	692 207	736 232	432 394	365 247	498 142^	338 323	291 120^	146^ 79^	730 436							
8.00 - 8.30												A 15.3 24 1247	2077	720 218	770 226	401 374	351 307	556 160	328 324	297 180	128 61^	623 398							
8.30 - 9.00												A 15.8 25 1288	2106	764 261	870 293	440 411	360 350	651 188	346 387	377 217	179^ 68^	406 309							
9.00 - 9.30																													
HILL STREET BLUES										21	211	214	A 18.8 33 1532	1698	688 313	754 338	541 455	351 162	730 338	533 465	343 158	136 55^	78^ 56^						
THU. 10.00P 60 NBC OP										98	99	B 18.8 32 1532	1774	736 326	823 367	571 477	358 197	727 337	521 460	317 154	148 63	76 60							
10.00 - 10.30												A 18.5 32 1508	1719	696 321	763 347	551 459	345 165	736 344	537 473	340 156	138 61^	82 58^							
10.30 - 11.00												A 19.0 34 1549	1681	684 307	750 330	533 454	359 160	726 336	531 462	343 158	133 49^	72^ 52^							
HOUSE CALLS										19	190	A 20.2 32 1646	1656	754 324	838 270	462 449	406 294	597 231	345 326	298 193	116^ 68^	105^ 84^							
1 MON. 9.30P 30 CBS CS										99		B 19.1 28 1557	1716	776 323	860 306	500 448	376 285	566 217	348 326	253 177	150 74	140 102							
INSIDE AMERICA										1	188	A 11.4 19 929	2142	817 342	882 315	576 501	411 248^	628 270	459 384	317 122^	262 140^	370 237^							
2 SUN. 7.00P 60 ABC PV										98		B 11.4 19 929	2142	817 342	882 315	576 501	411 248	628 270	459 384	317 122	262 140	370 237							
7.00 - 7.30												A 10.9 19 888	2102	794 323	841 267^	530 483	410 253^	618 267	448 384	313 118^	284 152^	359 224^							
7.30 - 8.00												A 11.8 19 962	2184	847 361	926 363	623 522	413 244^	635 275	469 382	319 122^	239^ 129^	384 248							
IT'S MAGIC CHARLIE BROWN(S)										192		A 18.2 28 1483	2211	703 312	756 329	493 469	341 203	471 241	347 299	199 106^	202 98^	782 446							
1 MON. 8.00P 30 CBS EA										99																			
JEFFERSONS										20	192	A 23.8 37 1940	1722	720 293	825 286	432 397	313 332	522 181	293 265	208 190	150 90^	225 160							
1 SUN. 9.30P 30 CBS CS										99		B 23.2 35 1891	1700	779 316	877 286	456 399	374 357	556 185	299 284	246 218	120 65	147 113							
JOANIE LOVES CHACHI										2	202	203	A 25.1 37 2046	2087	662 308	747 338	532 411	303 184	455 198	336 288	194 96	297 180	588 390						
TUE. 8.30P 30 ABC CS										99	99	B 25.1 37 2046	2087	662 308	747 338	532 411	303 184	455 198	336 288	194 96	297 180	588 390							
KNOTS LANDING										2	187	190	A 13.7 24 1117	1549	797 315	905 316	474 418	398 363	470 144	252 220	232 176	109 64^	65^ 41^						
THU. 10.00P 60 CBS GD										98	99	B 13.7 24 1117	1549	797 315	905 316	474 418	398 363	470 144	252 220	232 176	109 64	65 41							
10.00 - 10.30												A 13.4 23 1092	1574	800 315	908 307	472 417	401 373	484 137	255 230	248 185	105^ 68^	77^ 51^							
10.30 - 11.00												A 13.9 25 1133	1528	797 315	905 324	475 421	396 356	460 150	251 209	215 171	113 60^	50^ 32^							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1982 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
						WOMEN	MEN				TEENS (12-17)					CHILDREN (2-11)														
WK	START	DUR	NET	PROG.	WK 1	WK 2	Y	AVG. AUD. SHARE	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11					
#	DAY	TIME		TYPE				%	%																					
EVENING CONT'D																														
NBC MONDAY NIGHT M-CONT'D																														
		8.00 - 8.30					A	19.3	27	1573	1853	700	303	815	202	402	378	417	339	569	169	327	309	321	215	156	62^	313	185	
		8.30 - 9.00					A	21.5	30	1752	1859	699	308	800	218	422	415	411	292	599	182	355	346	335	212	143	56^	317	178	
		9.00 - 9.30					A	15.9	23	1296	1877	728	320	816	264	480	447	398	259	676	199	441	428	392	197	153	61^	232	157	
		9.30 - 10.00					A	15.5	23	1263	1846	707	314	788	247	476	456	415	233	711	242	480	467	390	183	163	60^	184	132	
		10.00 - 10.30					A	14.9	25	1214	1888	748	328	776	282	470	459	385	211	825	377	613	523	380	165^	201	55^	86^	86^	
		10.30 - 11.00					A	15.1	26	1231	1871	753	316	782	292	496	470	391	205	822	414	637	546	346	135^	176^	60^	91^	91^	
NBC NEWS UPDATE-M-F																														
		1 MTUHF 8.58P	1	NBC N	128	173	174	A	13.1	20	1068	1791	749	302	818	260	444	390	385	301	611	197	351	322	305	215	135	83	227	157
		1 WED. 9.12P	1					B	14.1	21	1149	1817	759	277	837	243	419	382	380	354	600	176	305	292	284	246	132	70	248	168
		2 MON. 9.07P	1																											
		2 TUTHF 8.58P	1																											
		2 WED. 9.28P	1																											
NBC NEWS UPDATE-SAT.																														
		1 SAT. 9.19P	1	NBC N	26	151	168	A	9.0	15	734	1662	710	190	791	173	325	259	375	404	633	191	319	289	322	268	114^	39^	124^	118^
		2 SAT. 8.57P	1					B	11.7	19	954	1786	751	275	854	224	399	363	398	384	629	152	293	286	311	286	109	52	194	132
NBC NEWS UPDATE-SUN.																														
		1 SUN. 8.58P	1	NBC N	26	183	180	A	15.6	24	1271	2090	711	268	803	285	466	395	355	280	713	226	456	428	393	176	257	113	317	213
		2 SUN. 8.58P	1					B	14.7	21	1198	2060	712	279	791	282	476	408	349	263	686	243	437	395	338	198	231	93	352	234
NBC NEWS UPDATE-2-M-F																														
		1 M & F 9.50P	1	NBC N	61	181	179	A	10.8	17	880	1758	707	321	781	278	448	397	366	259	626	226	371	361	294	204	192	97	159	110
		2 M & F 9.50P	1					B	13.6	21	1108	1753	757	285	836	260	451	414	387	317	603	196	344	320	284	216	141	67	173	127
NBC NEWS UPDATE-2-SUN.																														
		1 SUN. 10.07P	1	NBC N	13	188	187	A	16.3	26	1328	1974	672	259	760	328	498	413	324	205	764	337	537	515	373	150	279	105	171	144
		2 SUN. 9.50P	1					B	15.1	23	1231	1835	719	287	782	272	474	441	369	244	742	279	483	443	371	200	176	70	135	100
NBC NIGHTLY NEWS-SUN.(B)																														
		1 SUN. 6.35P	25	NBC N	126			A	4.6	9	375	1827	723	368^	819	152^	349^	388^	409^	391^	612^	115^	273^	380^	417^	232^	292^	194^	104^	104^
NBC NIGHTLY NEWS-SAT.																														
		1 SAT. 6.30P	30	NBC N	24	165	166	A	9.7	19	791	1446	706	169	716	81^	229	228	344	437	654	164	262	243	273	344	26^	19^	50^	28^
		2 SAT. 6.30P	30					B	9.4	17	766	1530	666	201	731	138	278	276	348	398	666	164	299	294	324	315	45	22	88	56
NBC NIGHTLY NEWS-SUN.																														
		1 SUN. 6.30P	30	NBC N	17	171		A	8.6	17	701	1638	683	252^	778	103^	282^	298^	354	432	755	161^	380	329^	406	331^	61^	20^	44^	44^
		2 SUN. 6.30P	30					B	8.3	14	676	1590	730	239	791	167	315	305	347	408	641	177	296	276	276	304	71	32	87	63
NBC NIGHTLY NEWS M-F																														
		1 M-F 6.30P	30	NBC N	127	207	204	A	11.8	21	962	1575	745	219	808	162	302	306	372	447	611	139	265	263	316	302	54^	21^	102	58^
		2 M-F 6.30P	30					B	12.9	22	1051	1583	732	215	797	160	301	294	364	436	633	146	266	270	302	315	63	35	90	60
NBC SUNDAY NIGHT MOVIE																														
		1 SUN. 9.00P	161	NBC FF	18	204	203	A	16.9	29	1377	1808	635	255	697	274	450	393	344	180	777	329	533	514	400	162	204	95	130	103
		2 SUN. 9.00P	120					B	16.2	25	1320	1843	712	281	784	303	507	448	366	214	786	315	536	485	389	193	144	59	129	93
		9.00 - 9.30						A	17.3	26	1410	1933	658	255	717	280	452	395	346	193	781	321	540	506	404	164	236	111	199	139
		9.30 - 10.00						A	18.5	29	1508	1911	663	251	728	292	474	417	342	187	763	320	539	512	393	149	239	100	181	135
		10.00 - 10.30						A	17.4	29	1418	1822	641	265	710	302	479	406	333	171	773	361	545	521	370	140	223	103	116	105
		10.30 - 11.00						A	16.2	28	1320	1783	625	275	688	283	458	383	341	170	783	353	542	518	391	154	220	115	92	87^
		11.00 - 11.30						A	14.7	33	1198	1440	569	218	625	170^	348	336	383	193^	815	277	493	531	472	230	LT	LT	LT	LT
NEWSBREAK-M-F																														
		1 MON. 8.28P	1	CBS N	123	175	176	A	15.5	24	1263	1884	683	244	767	238	407	367	341	311	610	207	358	341	309	205	140	49	367	218
		2 MON. 8.28P	1					B	15.9	24	1296	1871	705	262	784	252	426	381	360	300	592	208	350	325	286	197	161	68	334	207
CONT'D																														

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
																TOTAL					LADY WORK-ING					WOMEN					MEN			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																		
QUINCY, M.E.-CONT'D																																		
10.00 - 10.30																																		
10.30 - 11.00																																		
11.00 - 11.30																																		
REAL PEOPLE										25		204		198																				
1 WED. 8.00P										90		NBC		PV																				
2 WED. 8.37P										53																								
8.00 - 8.30																																		
8.30 - 9.00																																		
9.00 - 9.30																																		
SHANNON										3		191		191																				
1 WED. 10.00P										60		CBS		OP																				
2 WED. 10.38P										60																								
10.00 - 10.30																																		
10.30 - 11.00																																		
11.00 - 11.30																																		
60 MINUTES										26		204		204																				
SUN. 7.00P										60		CBS		DN																				
7.00 - 7.30																																		
7.30 - 8.00																																		
STRIKE FORCE										18		190		187																				
FRI. 10.00P										60		ABC		OP																				
10.00 - 10.30																																		
10.30 - 11.00																																		
T.J. HOOKER										4		191		200																				
SAT. 8.00P										60		ABC		OP																				
8.00 - 8.30																																		
8.30 - 9.00																																		
TAXI										24		202		202																				
THU. 9.30P										30		ABC		CS																				
THAT'S INCREDIBLE										24		196																						
1 MON. 8.00P										60		ABC		PV																				
8.00 - 8.30																																		
8.30 - 9.00																																		
THAT'S INCREDIBLE SP(S)												204																						
2 THU. 8.00P										60		ABC		PV																				
8.00 - 8.30																																		
8.30 - 9.00																																		
THREE'S COMPANY										24		202		201																				
TUE. 9.00P										30		ABC		CS																				
TODAY'S FBI										21		185		196																				
SUN. 8.00P										60		ABC		OP																				
8.00 - 8.30																																		
8.30 - 9.00																																		
TOO CLOSE FOR COMFORT										22		202		200																				
TUE. 9.30P										30		ABC		CS																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
														AUG. AUD. SHARE %		AUG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		WOMEN 18- 34		18- 49		25- 54		35- 64		55+		TOTAL 18- 34		18- 49		25- 54		35- 64		55+		TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																																						
EVENING CONT'D																																													
TRAPPER JOHN, M.D. 20 194																																													
1 SUN. 10.00P 60 CBS GD 99																																													
10.00 - 10.30																																													
10.30 - 11.00																																													
20/20 22 201 201																																													
THU. 10.00P 60 ABC DN 99 99																																													
10.00 - 10.30																																													
10.30 - 11.00																																													
TWO GUYS FROM MUCK(S) 169																																													
2 MON. 10.00P 60 NBC CS 95																																													
10.00 - 10.30																																													
10.30 - 11.00																																													
WIZARD OF OZ(S) 183																																													
1 SAT. 8.00P 120 CBS FF 97																																													
8.00 - 8.30																																													
8.30 - 9.00																																													
9.00 - 9.30																																													
9.30 - 10.00																																													
WKRP IN CINCINNATI 3 187 191																																													
1 WED. 9.00P 30 CBS CS 98 98																																													
2 WED. 9.38P 30																																													
•LATE FRINGE																																													
ABC MOVIE OF THE WEEK 12 160																																													
1 MON. 12.00M 71 ABC FF 91																																													
12.00 - 12.30																																													
12.30 - 1.00																																													
ABC MOVIE OF THE WEEK-2 7 160																																													
1 MON. 1.11A 22 ABC FF 91																																													
ABC NEWS:NIGHTLINE 108 185 186																																													
1 M-F 11.30P 30 ABC N 96 96																																													
2 TUTHF 11.30P 30																																													
ABC NEWS:NIGHTLINE THU(B) 187																																													
1 THU. 12.00M 11 ABC N 97																																													
ABC NEWS:NIGHTLINE-MON(B) 182																																													
2 MON. 1.03A 44 ABC N 97																																													
1.00 1.30																																													
ABC NEWS:NIGHTLINE-WED(B) 186																																													
2 WED. 12.10A 33 ABC N 97																																													
12.00 - 12.30																																													
ABC WEEKEND REPORT-SAT. 25 161 169																																													
SAT. 11.00P 15 ABC N 89 91																																													
ABC WEEKEND REPORT-SUN. 26 171 174																																													
CONT'D																																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
						AVG. AUD. SHARE %	AVG. AUD. (0,000)		18-34	18-49			25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
LATE FRINGE CONT'D																														
ABC WEEKEND REPORT-CONT'D																														
1	SUN.	11.00P	15	ABC N		93	93	B	5.0	12	408	1346	534	194	572	199	353	339	291	168	705	266	519	474	361	152	56	22	LT	LT
2	SUN.	11.34P	15																											
CBS NEWS SPEC.REPORT-TUE.(S)																														
2	TUE.	11.30P	33	CBS N			168	A	5.2	16	424	1073	600	206	653	156	261	337	308	302	410	122	186	100	92	224	LT	LT	LT	LT
		11.30 - 12.00					92	A	5.2	16	424	1073	613	212	653	146	253	342	314	311	410	118	181	97	89	229	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD																														
	SUN.	11.00P	15	CBS N		27	126	A	5.9	12	481	1328	713	203	801	140	270	240	382	473	447	104	210	195	194	222	57	16	23	23
						71	71	B	6.7	14	546	1387	727	230	793	203	367	338	357	376	531	169	283	258	228	223	45	19	18	13
DAVID LETTERMAN I																														
1	M-TH	12.30A	30	NBC GV		36	187	A	2.6	15	212	1094	504	141	510	180	307	265	255	165	524	283	383	292	208	86	51	23	LT	LT
2	M & W	1.00A	30				93	B	3.0	15	245	1204	557	198	606	270	388	284	234	188	545	271	413	336	217	97	43	LT	LT	LT
2	TU&TH	12.30A	30				94																							
DAVID LETTERMAN II																														
1	M & W	1.00A	30	NBC GV		36	188	A	2.1	15	171	947	421	106	421	164	251	199	192	140	462	257	321	234	170	111	64	41	LT	LT
	TU&TH	1.00A	26				94	B	2.2	14	179	1032	465	183	514	261	339	214	172	154	476	239	361	289	190	80	37	LT	LT	LT
2	MON.	1.30A	30																											
2	WED.	1.30A	26																											
FANTASY ISLAND-12.00																														
	TUE.	12.00M	69	ABC A		26	164	A	3.6	17	293	997	455	223	561	175	424	352	328	106	365	167	239	229	140	82	71	71	LT	LT
						92	92	B	3.3	16	269	1018	413	188	501	216	341	269	240	120	444	219	338	247	179	89	61	41	LT	LT
12.00 - 12.30																														
12.30 - 1.00																														
FRIDAYS																														
	FRI.	12.00M	71	ABC GV		25	168	A	4.0	15	326	1049	363	181	424	179	276	209	180	129	494	206	399	353	242	58	131	15	LT	LT
		12.00 - 12.30				94	94	B	4.8	17	391	1444	462	231	537	277	442	319	225	72	618	384	534	401	205	54	258	122	31	30
		12.30 - 1.00						A	4.2	14	342	1249	407	214	483	193	289	263	190	153	614	251	476	425	290	99	152	LT	LT	LT
								A	4.0	17	326	923	334	181	390	160	270	162	187	120	407	190	343	288	186	31	126	24	LT	LT
FRIDAYS-PART 2																														
	FRI.	1.11A	8	ABC GV		22	169	A	3.1	16	253	810	351	94	387	173	213	111	103	174	344	87	285	273	214	43	79	32	LT	LT
						95	95	B	3.7	18	302	1248	413	228	470	278	413	267	170	47	563	373	522	375	179	21	203	102	LT	LT
LATE MOVIE I																														
1	MTUTh	11.30P	71	CBS FF		131	156	A	5.7	21	465	1329	599	243	683	262	429	375	329	175	561	236	406	334	265	116	70	43	15	15
1	WED.	11.30P	77			86	89	B	6.3	22	513	1342	647	262	738	291	499	425	356	177	523	229	372	325	243	112	61	30	20	16
1	FRI.	11.30P	76																											
2	MON.	11.30P	72																											
2	TUE.	12.03A	68																											
2	WED.	12.09A	69																											
2	THU.	11.30P	71																											
		11.30 - 12.00						A	6.3	18	513	1337	625	263	711	250	444	401	363	195	534	198	357	327	272	127	76	45	16	16
		12.00 - 12.30						A	5.8	22	473	1370	628	261	711	278	438	376	325	191	566	238	416	337	266	118	76	46	17	17
		12.30 - 1.00						A	4.0	21	326	1293	540	188	625	256	414	348	303	133	585	266	464	350	268	91	71	52	12	12
LATE MOVIE II																														
1	MON.	12.41A	44	CBS FF		131	156	A	4.3	27	350	1223	549	163	615	266	429	369	285	118	546	280	437	304	214	88	59	40	LT	LT
1	TU&TH	12.41A	45			86	89	B	4.4	25	359	1228	532	221	632	284	465	373	290	120	526	241	394	341	242	93	55	25	15	LT
1	WED.	12.47A	38																											
1	FRI.	12.46A	47																											
2	MON.	12.42A	47																											
2	TUE.	1.11A	44																											
CONT'D																														

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11							
LATE FRINGE CONT'D																																	
VEGA\$-12.00																																	
1	THU.	12.11A	68	ABC	PD	91	91	B	2.7 14	220	773	314^201^	387^146^	282^327^	236^ 37^	309^136^	204^136^	128^ 55^	68^ LT	LT	LT	LT	LT	LT	LT	LT							
2	THU.	12.00M	69					A	2.9 13	236	865	322^151^	404^130^	270^321^	266^ 58^	363^130^	253^159^	159^ 82^	86^ LT	LT	LT	LT	LT	LT	LT	LT							
		12.00 - 12.30						A	2.6 14	212	792	321^254^	415^194^	325^354^	221^ 28^	292^150^	169^ 94^	109^ 48^	76^ LT	LT	LT	LT	LT	LT	LT	LT							
WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)																																	
2	WED.	4.30P	60	ABC	FV		97	A	8.2 23	668	1693	624 191^	738 320^	548 413	333^129^	359 129^	283^197^	181^ 76^	192^192^	404	297^												
		4.30 - 5.00						A	7.3 21	595	1682	606 174^	715 326^	537 414	320^106^	338^123^	282^195^	175^ 56^	209^209^	420	309^												
		5.00 - 5.30						A	9.1 24	742	1687	635 202^	749 312^	555 410	345 145^	375 135^	282^194^	184^ 93^	174^174^	389	288^												
ABC DAYTIME NEWSBRIEF-M-F																																	
1	MWTHF	1.57P	2	ABC	N	94	94	A	8.0 28	652	1311	843 265	904 447	673 476	340 189	252 115	175 136	112 48^	97 92	58^	17^												
1	TUE.	1.56P	3					B	9.0 31	734	1298	817 234	905 457	662 487	318 206	235 113	169 127	95 50	88 65	70	25												
2	M-F	1.57P	2																														
ALICE-M-F																																	
1	MON.	10.30A	15	CBS	CS	88	88	A	5.8 27	473	1271	571 120^	646 309	451 358	258 156	283 126	189 114^	108^ 89^	46^ 18^	296	104^												
1	TU-F	10.30A	30					B	5.4 25	440	1420	632 165	709 329	462 377	277 198	314 129	180 121	125 119	105 53	292	123												
2	MWTHF	10.30A	30																														
2	TUE.	10.30A	17																														
ALL MY CHILDREN																																	
						129	196	200	A	8.7 31	709	1339	862 260	935 444	663 459	353 227	241 103	162 129	109 54^	105 97	58^	18^											
1	M-F	1.00P	60	ABC	DD	98	98	B	9.5 32	774	1298	814 234	896 439	645 475	328 214	239 105	161 125	99 62	92 69	71	27												
2	MON.	1.00P	3																														
		1.09P	51																														
2	TU-F	1.00P	60																														
		1.00 - 1.30						A	8.1 29	660	1344	864 255	934 438	653 450	353 236	236 99	156 123	104 57^	113 99	61^	20^												
		1.30 - 2.00						A	9.3 33	758	1332	857 261	928 446	670 468	348 215	244 107	168 131	112 50^	103 95	57^	18^												
ANOTHER WORLD																																	
M-F	2.00P	60	NBC	DD		123	205	203	A	4.4 17	359	1298	907 176	974 379	508 428	345 396	238 36^	73^ 73^	115^153^	31^ 23^	55^	16^											
	2.00 - 2.30					99	99	B	4.7 16	383	1290	874 175	949 349	491 420	360 410	238 58	88 66	94 142	42 29	61	28												
	2.30 - 3.00							A	4.4 16	359	1318	935 173	997 396	529 446	356 395	245 41^	78^ 78^	112^154^	29^ 22^	47^	17^												
								A	4.3 16	350	1283	891 171	957 363	492 414	335 399	235 35^	70^ 68^	117^155^	31^ 22^	60^	17^												
AS THE WORLD TURNS																																	
M-F	1.30P	60	CBS	DD		127	197	201	A	7.1 26	579	1344	884 146	964 152	353 344	461 557	271 66^	93^ 67^	99^169	19^ 14^	90^	12^											
	1.30 - 2.00					99	99	B	7.4 26	603	1312	816 135	932 181	356 332	407 517	284 63	88 69	109 178	34 24	62	22												
	2.00 - 2.30							A	6.7 24	546	1372	895 144	975 150	357 343	464 568	295 67^	92^ 72^	110 189	16^ 11^	86^	12^												
								A	7.4 27	603	1322	886 144	964 152	352 348	465 554	245 62^	94^ 61^	89^150	20^ 15^	93^	14^												
BATTLESTARS																																	
M-F	11.30A	30	NBC	QG		107	175	169	A	4.3 19	350	1294	758 157^	843 194	306 312	367 462	369 61^	114^111^	142^237	19^ LT	63^	20^											
						93	92	B	4.6 19	375	1342	810 184	859 182	315 305	368 470	357 78	137 119	118 208	47 18	79	40												
BLOCKBUSTERS																																	
1	TU F	10.30A	30	NBC	QG	78	79	A	2.8 13	228	1333	768 132^	864 215^	351 359	351 457	341 61^	123^115^	175^205^	31^ LT	97^	22^												
2	MWTHF	10.30A	30					B	3.5 16	285	1342	820 165	866 222	349 349	351 448	335 72	150 147	145 165	46 19	95	40												
CAPITOL																																	
2	M-F	2.30P	30	CBS	DD		192	A	5.8 23	473	1245	751 160^	836 169^	359 343	391 427	284 81^	121^ 78^	97^159^	26^ 17^	99^	17^												
						97		B	5.8 23	473	1245	751 160	836 169	359 343	391 427	284 81	121 78	97 159	26 17	99	17												
CAPTAIN KANGAROO																																	
M-F	6.30A	30	CBS	C		55	97	98	A	.6 6	49	898^	225^143^	245^122^	163^245^	123^ LT	266^143^	164^164^	103^ LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT							
						68	69	B	.5 5	41	188	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT							
CBS NEWS SPC.RPT 1045AM(S)																																	
1	MON.	10.45A	32	CBS	N		188	A	6.9 25	562	1349	749 116^	776 273^	379^373^	286^284^	350^101^	116^112^	73^195^	41^ 18^	182^	60^												
						99																											

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PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										WOMEN					MEN					TEENS		CHILDREN											
										18-24					25-34					(12-17)		(2-11)											
										TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11											
										34 49 54 64 55+					34 49 54 64 55+																		
WEEKDAY DAYTIME CONT'D																																	
COLUMBIA III LANDING(S)										210	A	7.7	30	628	1486	829	193	904	189	381	383	416	498	434	89	152	157	222	253	34	LT	114	87
2 TUE. 10.30A 60 NBC N										99	A	6.9	28	562	1434	832	214	907	239	418	418	385	468	415	104	150	176	213	217	41	LT	71	71
10.30 - 11.00											A	8.5	31	693	1511	823	175	895	147	347	354	435	521	445	77	151	141	223	279	26	LT	145	99
11.00 - 11.30											A	5.3	20	432	1313	780	160	780	155	289	359	417	421	447	102	192	171	153	255	LT	LT	86	32
COLUMBIA III LAUNCH(S)										210	A	5.3	20	432	1313	780	160	780	155	289	359	417	421	447	102	192	171	153	255	LT	LT	86	32
1 MON. 10.30A 60 NBC N										99	A	4.8	19	391	1384	762	113	762	153	306	351	445	411	494	117	241	233	201	253	LT	LT	128	13
10.30 - 11.00											A	5.7	21	465	1256	799	200	799	159	276	366	394	433	410	89	151	118	112	259	LT	LT	47	47
11.00 - 11.30											A	6.8	25	554	1310	770	41	805	156	314	366	357	414	427	73	217	186	246	187	LT	LT	78	30
COLUMBIA-3RD JOURNEY-TUE.(S)										187	A	6.8	25	554	1310	770	41	805	156	314	366	357	414	427	73	217	186	246	187	LT	LT	78	30
2 TUE. 10.4A 30 CBS N										99	A	5.7	20	465	1508	977	168	1067	392	543	452	398	460	317	86	136	98	140	169	60	49	64	24
DAYS OF OUR LIVES										125 208 208	B	5.5	19	448	1384	900	170	990	355	490	427	377	442	271	69	109	87	125	148	57	39	66	34
M-F 1.00P 60 NBC DD										99 99	A	5.6	20	456	1504	978	175	1068	388	539	443	394	465	325	86	136	96	142	176	54	44	57	18
1.00 - 1.30											A	5.9	21	481	1449	953	154	1042	379	527	447	395	452	287	73	119	93	133	156	55	50	65	26
1.30 - 2.00											A	5.9	21	481	1449	953	154	1042	379	527	447	395	452	287	73	119	93	133	156	55	50	65	26
DOCTORS										5 140	A	2.3	10	187	1658	1097	315	1171	428	577	540	380	534	416	64	165	156	176	229	LT	LT	49	38
2 M-F 12.00N 30 NBC DD										72	B	2.3	10	187	1658	1097	315	1171	428	577	540	380	534	416	64	165	156	176	229	LT	LT	49	38
DOCTORS										122 177	A	3.6	14	293	1235	795	58	884	311	358	248	320	468	320	LT	41	55	110	262	LT	LT	28	20
1 M-F 12.30P 30 NBC DD										88	B	3.4	13	277	1310	846	172	921	327	424	359	336	443	277	64	98	85	121	167	50	23	62	28
EDGE OF NIGHT										121 154 152	A	5.1	17	416	1322	700	213	796	308	478	411	305	271	224	89	134	108	94	82	170	146	132	84
M-F 4.00P 30 ABC DD										78 77	B	5.1	16	416	1370	722	236	833	340	507	412	329	280	260	110	163	119	107	89	153	132	124	71
FAMILY FELD										129 170 174	A	6.3	25	513	1152	646	154	700	236	404	323	335	264	301	90	151	127	137	129	79	64	72	16
M-F 12.00N 30 ABC QP										90 91	B	6.7	25	546	1305	722	183	787	287	440	349	341	306	314	100	169	142	131	131	77	51	127	52
GENERAL HOSPITAL										127 201 202	A	9.9	34	807	1221	693	192	763	371	551	387	276	200	177	85	113	75	62	50	181	137	100	59
M-F 3.00P 60 ABC DD										99 99	B	11.3	35	921	1327	760	206	845	422	601	441	297	211	200	89	126	85	70	64	179	135	103	67
3.00 - 3.30											A	9.4	34	766	1214	701	191	770	380	561	394	275	198	185	89	119	80	64	52	173	130	86	53
3.30 - 4.00											A	10.3	34	839	1228	689	190	757	366	544	379	276	201	172	82	112	74	62	48	189	144	110	66
GOOD MORNING, AMERICA-730										129 198 200	A	5.2	26	424	1210	844	182	873	189	375	345	418	443	283	67	116	114	156	132	13	11	41	31
M-F 7.30A 30 ABC N										98 96	B	5.4	29	440	1333	795	206	815	200	380	370	395	373	406	92	149	146	204	204	35	12	77	45
GOOD MORNING, AMERICA-830										129 198 201	A	5.4	26	440	1257	812	245	844	202	393	349	402	394	307	54	113	116	152	157	40	21	66	25
M-F 8.30A 30 ABC N										97 97	B	5.5	26	448	1216	782	183	809	184	365	366	411	386	333	63	124	122	163	176	21	LT	53	17
GOOD MORNING, AMERICA-930(S)										190	A	4.9	24	399	1188	719	251	719	201	359	315	222	318	288	12	57	45	106	231	58	30	123	35
1 MON. 9.30A 30 ABC N										94	A	4.9	24	399	1188	719	251	719	201	359	315	222	318	288	12	57	45	106	231	58	30	123	35
GUIDING LIGHT										127 197 200	A	7.4	25	603	1391	856	132	967	213	421	408	445	474	234	82	112	78	87	117	75	64	115	54
M-F 3.00P 60 CBS DD										99 99	B	8.1	26	660	1343	807	146	935	221	421	400	440	442	239	73	106	86	92	119	82	58	87	49
3.00 - 3.30											A	7.1	25	579	1392	872	134	983	215	425	413	448	488	225	80	105	69	80	117	73	60	111	45
3.30 - 4.00											A	7.6	25	619	1394	848	128	957	211	416	407	446	463	240	84	117	84	92	117	79	67	118	62
LOVE BOAT DAYTIME										128 187 184	A	5.8	26	473	1220	649	172	711	301	460	334	2											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. AUD. SHARE %	Avg. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. AUD. SHARE %	Avg. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																													
BASEBALL PREVIEW '82(S)																													
2	SAT.	3.30P	60	NBC	SC	169	85	A	3.2	9	261	1605	388^192v	450^185v	284^202v	218v143v			747^361^	452^421^	293^203v		132v 37v	276^ 107v					
		3.30 - 4.00						A	3.3	10	269	1658	379^193v	475^205v	301^200v	216v144v			680^320^	413^406^	274^204v		142v 44v	361^ 104v					
		4.00 - 4.30						A	3.2	9	261	1467	364^176v	390^150v	245^188v	206v133v			789^390^	480^424^	304^192v		115v 27v	173v 99v					
BETCHA DON'T KNOW-8:28AM																													
	SAT.	8.28A	2	NBC	CN	13	172 179	A	5.0	30	408	1782	203^105^	215^144^	174^ 89^	71v 41v			173^148^	173^103^	25v LT		149^ 88^	1245 719					
								B	4.4	29	359	1762	204 121	238 138	183 122	84 51			172 88	135 101	65 31		140 55	1212 658					
BETCHA DON'T KNOW-9:28AM																													
	SAT.	9.28A	2	NBC	CN	13	207 209	A	9.8	42	799	1705	178 54^	203 143^	160 60^	46^ 36v			119^ 82^	104^ 70^	29v 15v		152 132^	1231 647					
								B	9.2	41	750	1709	210 103	225 133	184 116	72 36			167 84	133 108	58 27		150 88	1167 673					
BETCHA DON'T KNOW-10:28AM																													
	SAT.	10.28A	2	NBC	CN	13	198 196	A	6.1	24	497	1857	308 114^	362 230^	284 150^	62^ 78^			158^ 68^	117^ 99^	54v 41v		181^110^	1156 575					
								B	5.6	21	456	1648	252 115	307 180	234 135	79 63			166 81	120 87	56 39		145 61	1030 548					
BETCHA DON'T KNOW-11:58AM																													
	SAT.	11.58A	2	NBC	CN	12	183 184	A	5.0	18	408	1784	376 76^	413 231^	288^116^	78^125^			275^130^	164^138^	102^ 98^		212^100^	884 410					
								B	4.9	17	399	1634	286 87	326 179	226 137	81 89			301 170	235 172	91 64		199 85	808 398					
BETCHA DON'T KNOW-12:28PM																													
	SAT.	12.28P	2	NBC	CN	13	177 176	A	5.7	20	465	1695	285 53v	307 192^	263 137^	115^ 44v			268 168^	189^125^	51v 61v		310 195^	810 510					
								B	5.3	18	432	1638	291 122	339 164	236 158	127 98			356 203	264 168	99 80		223 99	720 380					
BLACKSTAR																													
	SAT.	11.30A	30	CBS	CA	15	167 185	A	6.3	23	513	1405	260 127^	326 195^	254 142^	59v 72^			263 138^	199^166^	80^ 45v		163^ 95^	653 375					
								B	6.6	22	538	1711	346 147	394 206	288 171	128 96			342 197	252 192	97 73		195 96	780 436					
BUGS BUNNY/ROAD RUNNER 1																													
	SAT.	9.30A	30	CBS	CA	16	193 195	A	6.3	25	513	1581	239 99^	308 177^	240 130^	111^ 45v			302 157^	218^145^	135^ 84^		200^ 81^	771 430					
								B	6.2	25	505	1602	309 135	351 173	232 157	136 90			303 171	218 168	108 60		191 74	757 389					
BUGS BUNNY/ROAD RUNNER 2																													
	SAT.	10.00A	30	CBS	CA	17	193 194	A	7.4	29	603	1448	199^ 76^	249 162^	191^121^	61^ 35v			272 170^	212 146^	95^ 56^		232 109^	695 409					
								B	7.6	29	619	1631	317 141	360 174	243 161	144 98			344 186	253 204	135 57		221 97	706 366					
BUGS BUNNY/ROAD RUNNER 3																													
	SAT.	10.30A	30	CBS	CA	17	193 194	A	7.5	29	611	1393	202 63^	244 181^	213 126^	51^ 19v			310 207	241 196^	96^ 46v		232 108^	607 339					
								B	8.0	29	652	1620	321 142	377 193	265 161	141 100			363 217	277 218	117 55		216 106	664 343					
BUGS BUNNY/ROAD RUNNER 4																													
	SAT.	11.00A	30	CBS	CA	17	193 193	A	7.3	26	595	1519	261 144^	346 205	243 139^	48v 93^			298 168^	212 173^	106^ 62^		172^ 98^	703 404					
								B	8.4	30	685	1703	353 151	419 227	302 183	127 105			372 228	282 204	102 71		224 99	688 357					
BULLWINKLE																													
	SAT.	12.30P	30	NBC	CA	26	132 148	A	3.4	12	277	1794	339^ 90v	375^239^	275^140^	86v100v			397^183^	233^181^	95v151^		282^187^	740 434^					
								B	3.8	13	310	1497	282 100	331 171	219 130	99 102			330 167	218 161	98 95		187 99	649 329					
CBS NCAA CHAMP POST-SAT(S)																													
1	SAT.	7.53P	7	CBS	SC	200	99	A	11.7	21	954	2177	627 245^	634 288	410 334	285 176^			760 270	516 422	407 214^		157^ 72^	626 483					
CBS NCAA BSKBL CHAMP-SA-1																													
1	SAT.	3.30P	135	CBS	SE	3	200	A	12.7	32	1035	1453	373 169^	394 142^	216^215^	194^119^			862 369	563 448	391 228^		93^ LT	104^ 98^					
		3.30 - 4.00						B	9.5	29	774	1422	372 165	395 135	231 211	181 130			826 343	511 441	364 244		76 16	125 88					
		4.00 - 4.30						A	10.5	29	856	1459	373 224^	393 116^	219^242^	221^117^			815 337	500 410	372 241^		69v 9v	182^ 182^					
		4.30 - 5.00						A	13.1	34	1068	1447	380 172^	399 143^	224 238	200^116^			861 371	549 437	388 227		96^ 5v	91^ 91^					
		5.00 - 5.30						A	13.3	33	1084	1413	342 141^	361 147^	205^194^	166^103^			883 364	562 456	404 242		92^ LT	77^ 77^					
								A	14.0	34	1141	1464	375 149^	394 143^	205^193^	184^129^			881 386	597 466	397 219		97^ LT	92^ 77^					
CBS NCAA BSKBL CHAMP-SA-2																													
1	SAT.	5.45P	128	CBS	SE	3	197	A	15.0	30	1223	1787	482 183^	508 190^	286 238	255 168^			881 335	585 489	446 236		114^ 34v	284 210					
		6.00 - 6.30						B	10.5	27	856	1555	395 149	428 134	235 210	210 156			851 383	579 459	354 222		104 33	172 127					
		6.30 - 7.00						A	15.0	32	1223	1577	438 161^	463 177^	245 221	218 153^			887 390	628 497	410 205^		119^ LT	108^ 53v					
		7.00 - 7.30						A	14.7	29	1198	1622	428 146^	467 159^	254 222	238 164^			923 349	609 505	469 246		70^ 9v	162^ 85^					
		7.30 - 8.00						A	16.9	31	1377	1684	421 172^	459 188^	271 209	223 139^			917 366	620 527	449 235		85^ 26v	223 146^					
								A	13.8	25	1125	1954	532 201	549 190	293 246	291 197			887 327	575 482	455 248		141^ 57^	377 308					
CBS SPORTS SATURDAY																													
2	SAT.	4.30P	90	CBS	SA	174	95	A	7.6	19	619	1784	451 213^	549 198^	349^283^	219^182^			901 362^	560 461	380^251^		147^ 56v	187^ 121^					
								B	7.0	17	571	1467	438 171	499 147	292 270	255 176			739 282	430 390	314 249		103 31	126 82					
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																											
CBS SPORTS SATURDA-CONT'D																											
		4.30 - 5.00						A	7.0	18	571	1797	449 294	636 268	426 239	230 210	886 369	536 409	330 277	137 38	138 84						
		5.00 - 5.30						A	8.3	20	676	1722	417 181	496 143	298 279	224 172	903 379	570 457	376 229	112 71	211 148						
		5.30 - 6.00						A	7.6	18	619	1817	487 170	525 191	332 325	203 169	903 334	566 505	423 253	190 57	199 127						
DAFFY/SPEEDY SHOW																											
	SAT.	12.00N	30	NBC	CA	91	89	B	5.4	18	440	1569	259 114	282 179	246 137	103 36	278 178	199 127	53 60	313 198	802 467						
DEAR ALEX & ANNIE-10.56AM																											
	SAT	10.56A	3	ABC	CN	99	99	A	5.5	21	448	1641	194 109	239 149	195 131	90 15	250 154	213 169	76 37	147 32	1005 572						
								B	6.0	22	489	1590	225 91	253 141	184 122	93 56	246 154	197 130	72 46	242 115	849 497						
DEAR ALEX & ANNIE-11.25AM																											
	SUN.	11.25A	4	ABC	CN	81	80	A	3.9	15	318	1082	280 57	280 57	89 89	66 19	305 139	183 180	148 72	176 110	321 245						
								B	3.0	11	245	1420	421 151	467 204	285 201	154 151	318 123	211 170	155 77	174 86	461 306						
DINAH SHORE GOLF-SAT(S)																											
	2 SAT.	4.30P	90	NBC	SE		90	A	3.4	9	277	1686	568 148	708 256	389 231	285 297	816 357	430 446	282 320	107 36	55 55						
		4.30 - 5.00						A	3.0	8	245	1714	490 179	665 261	396 263	265 260	836 432	481 453	221 286	143 69	70 70						
		5.00 - 5.30						A	3.4	9	277	1794	613 130	757 296	457 264	303 271	863 384	474 522	321 303	115 33	59 59						
		5.30 - 6.00						A	3.7	9	302	1619	592 133	718 225	337 182	295 357	785 282	361 384	307 377	76 17	40 40						
DINAH SHORE GOLF-SUN(S)																											
	2 SUN.	4.00P	120	NBC	SE		94	A	5.5	14	448	1533	580 118	739 181	331 276	287 345	701 200	384 358	329 264	66 57	27 27						
		4.00 - 4.30						A	5.4	14	440	1436	481 95	641 122	259 227	273 335	682 182	369 346	318 250	99 75	14 14						
		4.30 - 5.00						A	5.1	13	416	1558	608 87	757 207	343 230	275 355	722 243	390 339	300 281	47 47	32 32						
5.00 - 5.30																											
		5.30 - 6.00						A	5.7	14	465	1557	577 150	761 221	369 316	270 322	710 222	413 401	328 246	58 58	28 28						
								A	5.9	14	481	1532	627 129	775 159	337 313	325 367	668 144	348 332	360 273	56 48	33 33						
EAST/WEST BSKBL CLASSIC(S)																											
	2 SAT.	2.30P	120	CBS	SE		98	A	5.4	15	440	1664	513 110	513 140	280 275	200 233	723 237	421 418	314 245	191 42	237 109						
		2.30 - 3.00						A	5.5	17	448	1746	543 157	543 123	332 332	274 211	787 290	532 444	337 221	163 42	253 85						
		3.00 - 3.30						A	5.8	17	473	1693	493 81	493 146	267 267	162 226	635 215	366 413	268 222	237 53	328 143						
		3.30 - 4.00						A	4.6	13	375	1459	480 102	480 125	242 242	184 238	638 184	336 394	273 244	165 30	176 107						
		4.00 - 4.30						A	5.5	15	448	1752	536 103	536 163	270 252	177 266	841 255	450 435	384 298	199 44	176 99						
FACE THE NATION																											
	SUN.	11.30A	30	CBS	CC	77	93	A	3.0	10	245	1200	374 162	435 41	81 81	114 354	626 107	180 163	221 41	21 21	118 98						
								B	3.5	12	285	1329	525 165	556 107	183 178	196 354	634 133	263 250	299 332	56 20	83 53						
FLINTSTONE'S COMEDY SHW2																											
	SAT.	8.00A	30	NBC	CA	94	94	A	3.4	22	277	1697	224 109	238 173	192 76	65 46	184 163	184 97	21 17	166 97	1109 617						
								B	2.8	21	228	1612	207 95	229 110	157 110	90 64	194 100	139 101	65 46	155 68	1034 623						
FONZ AND HAPPY DAYS GANG																											
	SAT.	11.00A	30	ABC	CA	97	98	A	6.3	23	513	1515	154 54	225 144	184 87	81 19	129 102	120 85	27 9	213 119	948 583						
								B	6.8	25	554	1604	224 81	267 160	200 124	77 57	217 137	179 135	64 30	203 102	917 545						
GOLDIE GOLD/ACTION JACK																											
	SAT.	9.00A	30	ABC	CA	98	99	A	4.1	17	334	1575	147 42	169 90	120 76	49 36	167 104	137 97	33 30	181 41	1058 603						
								B	4.3	18	350	1490	214 86	244 123	174 116	102 52	192 123	165 133	57 27	177 47	877 494						
HEATHCLIFF & MARMADUKE																											
	SAT.	11.30A	30	ABC	CA	97	96	A	6.0	21	489	1509	186 41	253 173	212 113	80 26	170 102	145 145	53 25	229 102	857 497						
								B	6.6	24	538	1582	259 103	307 176	233 139	92 65	219 138	170 113	54 42	239 119	817 487						
HERITAGE GOLF CLASSIC-SAT(S)																											
	1 SAT.	2.30P	60	CBS	SE		81	A	4.2	13	342	1570	354 123	387 77	153 135	222 205	763 259	424 339	378 319	160 17	260 213						
		2.30 - 3.00						A	3.8	12	310	1455	354 142	376 96	173 165	216 177	631 135	294 319	358 312	192 17	256 232						
		3.00 - 3.30						A	4.7	14	383	1598	332 97	373 55	122 99	216 219	839 353	514 339	375 312	128 17	258 193						
HERITAGE GOLF CLASSIC-SUN(S)																											
	CONT'D							A	7.1	17	579	1627	564 228	587 194	228 179	223 315	852 252	423 377	410 374	110 15	78 60						

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+
WEEKEND DAYTIME CONT'D																											
KIDS ARE PEOPLE TOO II																											
SUN. 11.00A 30 ABC CL 26 119 118 A 3.7 14 302 1142 287^ 53^ 314^ 75^ 106^ 83^ 50^ 208^ 262^ 89^ 173^ 166^ 154^ 59^ 192^ 123^ 374^ 282^																											
81 80 B 2.9 11 236 1448 412 146 456 198 285 209 152 145 291 116 204 159 146 61 212 98 489 330																											
KWICKY KOALA SHOW																											
SAT. 1.00P 30 CBS CA 11 128 148 A 4.2 14 342 1532 328^ 182^ 360 161^ 210^ 164^ 105^ 126^ 235^ 100^ 141^ 196^ 135^ 19^ 198^ 114^ 739 356																											
69 81 B 5.6 17 456 1699 361 131 404 175 261 178 170 131 319 132 216 187 160 79 181 67 795 474																											
LAVERNE AND SHIRLEY																											
SAT. 9.30A 30 ABC CA 24 196 193 A 5.5 22 448 1638 201^ 94^ 227^ 137^ 157^ 98^ 77^ 59^ 148^ 61^ 86^ 71^ 52^ 62^ 163^ 73^ 1100 689																											
99 99 B 6.2 26 505 1678 207 106 240 126 178 126 95 52 176 89 148 122 75 27 237 83 1025 656																											
MEET THE PRESS																											
SUN. 12.30P 30 NBC CC 26 167 192 A 4.4 15 359 1398 600 238^ 639 100^ 229^ 255^ 225^ 379^ 603 112^ 343 345 345 221^ 70^ 47^ 86^ 47^																											
92 98 B 4.1 14 334 1320 485 138 548 108 180 177 181 337 636 135 284 277 306 307 45 LT 91 47																											
NBA ON CBS																											
1 SUN. 2.00P 141 CBS SE 9 148 173 A 7.1 21 579 1658 398 146^ 413 143^ 262 234 179^ 131^ 882 393 608 509 373 232 206^ 55^ 157^ 63^																											
2 SUN. 1.00P 157 B 6.4 18 522 1572 361 164 385 124 229 200 188 137 877 390 616 513 389 212 133 34 177 105																											
1.00 - 1.30 A 4.9 17 399 1664 338^ 233^ 338^ 50^ 268^ 268^ 256^ 70^ 942 466^ 785 679 446^ 97^ 135^ 22^ 249^ 101^																											
1.30 - 2.00 A 5.9 19 481 1520 357^ 181^ 357^ 73^ 251^ 251^ 234^ 106^ 827 393^ 647 582 387^ 130^ 124^ 25^ 212^ 44^																											
2.00 - 2.30 A 7.2 21 587 1646 453 151^ 478 193^ 293 239 176^ 160^ 821 375 543 465 318 228 204^ 38^ 143^ 52^																											
2.30 - 3.00 A 7.7 22 628 1857 442 148^ 453 187^ 308 260 164^ 130^ 951 450 650 532 371 254 253 73^ 200 81^																											
3.00 - 3.30 A 7.2 20 587 1700 358 131^ 382 122^ 239 221 161^ 119^ 923 411 625 513 376 264 219 74^ 176^ 85^																											
3.30 - 4.00 A 8.3 23 676 1539 366 108^ 375 126^ 224 224 169^ 118^ 827 322 547 438 389 259 230 61^ 107^ 56^																											
4.00 - 4.30 A 8.2 22 668 1479 408 147^ 426 136^ 195^ 180^ 160^ 194^ 890 305^ 558 490 436 283^ 163^ 27^ LT LT																											
NBA ON CBS GM 2 1 174 A 6.1 16 497 1531 361^ 101^ 395^ 121^ 248^ 187^ 191^ 147^ 870 460^ 607 441^ 263^ 224^ 115^ 68^ 151^ 65^																											
2 SUN. 3.37P 143 CBS SE 93 B 6.1 16 497 1531 361 101 395 121 248 187 191 147 870 460 607 441 263 224 115 68 151 65																											
3.30 - 4.00 A 6.2 17 505 1644 299^ 66^ 350^ 112^ 222^ 171^ 110^ 128^ 934 529 731 521 322^ 183^ 139^ 32^ 221^ 111^																											
4.00 - 4.30 A 6.7 18 546 1601 363^ 70^ 401^ 91^ 195^ 157^ 179^ 206^ 937 559 666 477 190^ 231^ 91^ 57^ 172^ 78^																											
4.30 - 5.00 A 6.0 16 489 1393 279^ 70^ 311^ 95^ 189^ 140^ 172^ 122^ 830 458^ 593 440^ 238^ 196^ 127^ 85^ 125^ 54^																											
5.00 - 5.30 A 5.8 14 473 1522 381^ 136^ 406^ 123^ 287^ 207^ 234^ 119^ 853 404^ 554 407^ 272^ 248^ 139^ 86^ 124^ 42^																											
5.30 - 6.00 A 6.0 14 489 1470 461^ 162^ 485 178^ 340^ 258^ 248^ 145^ 776 329^ 485 358^ 312^ 246^ 95^ 77^ 114^ 44^																											
NBC SPORTS-RINGSIDE 3 156 A 6.1 18 497 811 251^ 67^ 260^ 74^ 202^ 150^ 178^ 58^ 506 162^ 234^ 258^ 193^ 248^ 15^ LT 30^ 30^																											
1 SAT. 2.30P 120 NBC SE 80 B 6.0 17 489 1174 350 124 401 166 256 204 159 124 721 221 382 383 379 266 16 LT 36 29																											
2.30 - 3.00 A 5.7 18 465 931 213^ 93^ 241^ 124^ 178^ 85^ 82^ 63^ 495^ 213^ 256^ 293^ 164^ 202^ 64^ LT 131^ 131^																											
3.00 - 3.30 A 7.3 22 595 896 336^ 101^ 336^ 101^ 283^ 182^ 235^ 53^ 560 166^ 227^ 276^ 224^ 284^ LT LT LT LT																											
3.30 - 4.00 A 6.5 18 530 762 263^ 29^ 263^ 29^ 202^ 202^ 234^ 61^ 499 139^ 233^ 233^ 206^ 266^ LT LT LT LT																											
4.00 - 4.30 A 5.0 13 408 571^ 140^ 30^ 140^ 30^ 88^ 88^ 110^ 52^ 431^ 120^ 216^ 216^ 157^ 215^ LT LT LT LT																											
POPEYE/OLIVE COMEDY SHOW 17 187 185 A 2.8 17 228 1482 136^ LT 136^ 27^ 58^ 114^ 109^ 22^ 273^ 229^ 264^ 264^ 44^ LT 82^ 48^ 991 487^																											
SAT. 8.00A 30 CBS CA 94 97 B 2.5 17 204 1415 190 78 216 91 138 126 91 48 177 99 123 115 53 41 165 59 857 455																											
PRO BOWLERS TOUR 13 175 187 A 8.5 22 693 1491 597 166^ 655 148^ 369 341 331 266 636 184 355 295 323 242 104^ 45^ 96^ 74^																											
SAT. 3.30P 90 ABC SE 94 94 B 8.5 22 693 1477 568 173 633 161 325 294 303 269 628 173 332 326 320 235 97 40 119 88																											
3.30 - 4.00 A 7.2 20 587 1533 549 173^ 651 142^ 371 336 328 259 688 162^ 365 316 374 276 81^ 33^ 113^ 70^																											
4.00 - 4.30 A 8.7 22 709 1480 604 168^ 649 137^ 365 353 345 261 629 189 350 287 314 242 111^ 54^ 91^ 79^																											
4.30 - 5.00 A 9.7 24 791 1444 618 150^ 648 157 365 329 316 266 598 195 354 291 296 210 112^ 44^ 86^ 67^																											
RICHIE RICH/SCOOBY DOO-1 28 193 193 A 5.2 21 424 1722 226^ 127^ 275^ 151^ 207^ 141^ 124^ 39^ 224^ 110^ 160^ 129^ 79^ 64^ 232^ 66^ 991 533																											
SAT. 10.00A 30 ABC CA 99 99 B 6.1 26 497 1661 219 120 253 140 195 120 91 48 192 108 156 116 66 31 241 103 975 591																											
RICHIE RICH/SCOOBY DOO-2 28 197 196 A 6.0 23 489 1581 177^ 115^ 201^ 103^ 154^ 127^ 98^ 17^ 168^ 92^ 128^ 87^ 54^ 40^ 226^ 65^ 986 554																											
SAT. 10.30A 30 ABC CA 99 99 B 6.9 28 562 1619 215 114 248 150 197 122 83 39 194 108 155 113 73 31 253 114 924 548																											
SCHOOLHOUSE ROCK-8.26AM 28 189 187 A 4.2 25 342 1553 161^ 56^ 212^ 139^ 194^ 82^ 55^ 18^ 166^ 76^ 152^ 126^ 76^ 14^ 157^ 25^ 1018 574																											
SAT. 8.26A 4 ABC CN 95 94 B 3.6 22 293 1506 190 57 215 114 164 122 75 42 182 101 151 116 57 30 150 31 959 539																											

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PROGRAM NAME											AUDIENCE COMPOSITION																			
T/C THIS SEASON NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
											HOUSEHOLD AUDIENCES		TOTAL					LADY WORK- ING					WOMEN					MEN		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	OF HOUSE	WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																														
SCHOOLHOUSE SAT. 8.55A 4 ABC CN 98 99											A 4.0 19 326 1294 50v LT 83v 58v 58v 25v LT 25v 135^ 46v 117^ 117^ 71v 18v 159^ 15v 917 491																			
SCHOOLHOUSE SAT. 9.25A 4 ABC CN 98 99											B 4.2 20 342 1553 205 56 219 81 129 101 77 81 176 90 141 122 68 35 179 38 979 549																			
SCHOOLHOUSE SAT. 9.25A 4 ABC CN 98 99											A 3.9 16 318 1594 155^ 34v 171^ 85v 107^ 66v 51v 51v 196^ 113^ 148^ 100^ 35v 48v 190^ 56v 1037 581																			
SCHOOLHOUSE SAT. 9.25A 4 ABC CN 98 99											B 4.4 18 359 1478 221 82 252 122 173 112 111 63 198 125 173 135 61 25 173 51 855 483																			
SMURFS I SAT. 8.30A 30 NBC CA 99 99											A 7.9 40 644 1860 184^ 75^ 199 147^ 166^ 75^ 52^ 33v 154^ 109^ 139^ 106^ 30v 15v 172^ 95^ 1335 734																			
SMURFS I SAT. 8.30A 30 NBC CA 99 99											B 6.2 35 505 1621 179 94 196 108 152 99 70 41 139 76 109 81 44 27 132 64 1154 693																			
SMURFS II SAT. 9.00A 30 NBC CA 99 99											A 10.6 47 864 1722 192 58^ 215 143 167 62^ 57^ 44^ 122^ 79^ 102^ 69^ 28v 20v 140 121^ 1245 692																			
SMURFS II SAT. 9.00A 30 NBC CA 99 99											B 8.5 39 693 1654 200 97 217 124 167 101 70 45 149 76 114 86 53 30 154 78 1134 696																			
SPACE STARS I SAT. 11.00A 30 NBC CA 92 92											A 5.3 19 432 1729 387 158^ 422 222^ 291 178^ 138^ 88^ 261^ 126^ 159^ 146^ 59v 88^ 222^ 128^ 824 352																			
SPACE STARS I SAT. 11.00A 30 NBC CA 92 92											B 4.7 17 383 1600 243 125 278 161 214 140 88 46 256 164 212 143 65 36 194 76 872 476																			
SPACE STARS II SAT. 11.30A 30 NBC CA 92 92											A 5.1 18 416 1813 348 68v 384 206^ 261^ 113^ 78^ 123^ 293 121^ 157^ 127^ 102^ 128^ 208^ 97^ 928 426																			
SPACE STARS II SAT. 11.30A 30 NBC CA 92 92											B 5.0 18 408 1580 252 103 280 153 206 133 78 65 291 165 229 166 94 54 199 73 810 436																			
SPIDER-MAN & FRIENDS SAT. 10.30A 30 NBC CA 98 98											A 6.6 25 538 2033 337 172^ 368 227 272 146^ 76^ 76^ 222^ 110^ 163^ 122^ 59^ 59^ 279 194^ 1164 591																			
SPIDER-MAN & FRIENDS SAT. 10.30A 30 NBC CA 98 98											B 5.9 22 481 1712 230 123 265 156 211 134 82 44 224 130 183 127 75 34 210 81 1013 573																			
SPORTSBEAT 2 SUN. 2.00P 30 ABC SC 7 165 91											A 2.8 8 228 1140 333^ LT 333^ LT 149v 188v 290^ 145v 719^ 254v 399^ 394^ 438^ 189v 88v 22v LT LT																			
SPORTSBEAT 2 SUN. 2.00P 30 ABC SC 7 165 91											B 3.6 10 293 1604 575 123 616 162 325 269 293 254 669 250 352 359 315 223 167 52 152 102																			
SPORTSWORLD 12 162 182											A 5.1 14 416 1452 541 204^ 596 141^ 266^ 235^ 293 287^ 520 94^ 242^ 281^ 343 188^ 132^ 70v 204^ 153^																			
1 SUN. 2.30P 120 NBC SA 86 90											B 6.9 17 562 1564 467 211 543 180 330 278 254 180 792 257 493 466 411 227 86 22 143 111																			
2 SUN. 2.30P 90																														
2.30 - 3.00											A 4.5 13 367 1311 425 126^ 457 118^ 225^ 232^ 230^ 200^ 548 162^ 301^ 300^ 338 170^ 67v 67v 239^ 166^																			
3.00 - 3.30											A 5.3 15 432 1394 514 129^ 574 106^ 220^ 203^ 282 311 494 68v 245^ 291 364 153^ 96^ 79^ 230^ 170^																			
3.30 - 4.00											A 5.7 16 465 1525 572 223^ 653 179^ 315 272 303 300 556 72^ 215^ 279 372 231^ 162^ 58v 154^ 125^																			
4.00 - 4.30											A 4.7 13 383 1762 759 480^ 817 190^ 363^ 243^ 430^ 384^ 419^ 65v 179^ 229^ 240^ 190^ 285^ 89v 241^ 197^																			
SUNDAY MORNING SUN. 9.00A 90 CBS N 88 91											A 5.1 22 416 1690 778 288^ 828 189^ 326 365 354 427 712 284^ 411 449 337 200^ 56v 24v 94^ 60v																			
SUNDAY MORNING SUN. 9.00A 90 CBS N 88 91											B 5.0 24 408 1499 634 225 662 179 276 271 286 347 634 240 349 338 303 220 49 18 154 88																			
9.00 - 9.30											A 4.5 22 367 1594 696 188^ 737 115^ 164^ 252^ 281^ 485 735 242^ 397 457 424 235^ 59v 29v 63v 22v																			
9.30 - 10.00											A 5.4 23 440 1607 798 270^ 832 186^ 339 363 394 416 618 254^ 347 393 290 164^ 64v 31v 93^ 59v																			
10.00 - 10.30											A 5.6 23 456 1779 794 383 873 243^ 432 448 367 379 758 333 471 482 300 199^ 33v LT 115^ 87^																			
SUPERFRIENDS SAT. 8.00A 30 ABC CA 95 94											A 4.5 29 367 1670 148^ 41v 199^ 137^ 177^ 77v 40v 22v 163^ 77v 140^ 124^ 63v 23v 119^ 32v 1189 606																			
SUPERFRIENDS SAT. 8.00A 30 ABC CA 95 94											B 3.5 23 285 1528 196 55 220 113 163 124 73 49 195 110 162 124 60 31 133 28 980 537																			
SUPERSTARS I SUN. 2.00P 75 ABC SE 90											A 5.1 14 416 1788 709 137v 837 419^ 623 394^ 311^ 214^ 475^ 180^ 268^ 231^ 193^ 180^ 276^ 186^ 200^ 200^																			
SUPERSTARS I SUN. 2.00P 75 ABC SE 90											B 6.3 17 513 1610 549 164 598 194 384 354 314 173 630 221 389 379 316 172 207 87 175 149																			
2.00 - 2.30											A 4.9 14 399 1642 750 63v 792 314^ 557^ 439^ 356^ 235^ 419^ 145v 192^ 152^ 175^ 181^ 223^ 135v 208^ 208^																			
2.30 - 3.00											A 4.9 13 399 1942 704 188^ 888 496^ 713 398^ 314^ 175^ 479^ 163^ 268^ 256^ 215^ 186^ 377^ 274^ 198^ 198^																			
TARZAN/L.RANGER/ZORRO HR1 SAT. 8.30A 30 CBS CA 99 98											A 3.6 18 293 1870 299^ 126^ 299^ 123^ 181^ 194^ 176^ 38v 301^ 219^ 252^ 162^ 82v 49v 171^ 130^ 1099 527																			
TARZAN/L.RANGER/ZORRO HR1 SAT. 8.30A 30 CBS CA 99 98											B 3.6 19 293 1552 252 95 276 112 177 140 126 72 236 109 163 138 104 56 204 67 836 429																			
TARZAN/L.RANGER/ZORRO HR2 SAT. 9.00A 30 CBS CA 99 98											A 4.3 19 350 1780 303^ 126^ 360 175^ 251^ 137^ 156^ 109^ 315^ 203^ 263^ 171^ 112^ 52v 182^ 82v 923 443																			
TARZAN/L.RANGER/ZORRO HR2 SAT. 9.00A 30 CBS CA 99 98											B 4.6 20 375 1578 286 98 332 154 206 128 132 107 278 142 188 154 112 70 205 60 763 397																			
THIS WEEK-DAVID BRINKLEY SUN. 11.30A 60 ABC N 86 91											A 4.4 15 359 1351 574 142^ 585 142^ 242^ 204^ 246^ 326^ 560 123^ 251^ 278^ 331^ 259^ 75v 25v 131^ 89^																			
THIS WEEK-DAVID BRINKLEY SUN. 11.30A 60 ABC N 86 91											B 3.8 13 310 1408 578 166 613 138 235 222 241 337 648 180 286 274 287 311 45 20 102 68																			
11.30 - 12.00											A 4.2 15 342 1348 622 187^ 628 205^ 307^ 246^ 251^ 300^ 509 93^ 234^ 283^ 351^ 226^ 65v 26v 146^ 102^																			
12.00 - 12.30											A 4.5 16 367 1349 537 93^ 547 83^ 179^ 161^ 238^ 354 606 150^ 262^ 266^ 311^ 296^ 85^ 25v 111^ 74v																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 22, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{				19,970 24.5					21,110 25.9								
		THAT'S INCREDIBLE (R) ———— ABC MONDAY NIGHT MOVIE ———— TOMORROW'S CHILD(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{				15,570 19.1	18.0*			14,590 17.9	16.7*			18.0*	18.3*				
		SHARE OF AUDIENCE %	{				29	27 *			29	25 *			28 *	30 *				
E	CBS TV	AVG. AUD. BY ¼ HR. %	{				17.3	18.7	20.3	20.0	16.7	16.7	17.7	18.2	18.3	18.3	19.0	18.6		
		TOTAL AUDIENCE (Households (000) & %)	{				16,630 20.4			15,160 18.6			21,110 25.9			18,260 22.4			16,380 20.1	
		IT'S MAGIC CHARLIE BROWN (R)(OP) ———— MR. MERLIN ———— M*A*S*H ———— HOUSE CALLS ———— LOU GRANT ————																		
		AVERAGE AUDIENCE (Households (000) & %)	{				14,830 18.2			13,610 16.7			19,150 23.5			16,460 20.2			12,960 15.9	
K	NBC TV	SHARE OF AUDIENCE %	{				28	25			36			32			27	27 *	27 *	
		AVG. AUD. BY ¼ HR. %	{				17.9	18.6	15.9	17.4	23.1	24.0	20.0	20.3	16.7	16.1	15.5	15.2		
		TOTAL AUDIENCE (Households (000) & %)	{				16,710 20.5							18,260 22.4						
		LITTLE HOUSE-PRAIRIE (R)(OP) ———— NBC MONDAY NIGHT MOVIES ———— THE TOWERING INFERNO, PART 2(R)(OP)																		
1	ABC TV	AVERAGE AUDIENCE (Households (000) & %)	{				12,140 14.9	14.6*			11,740 14.4	13.6*			13.9*			14.9*	15.1*	
		SHARE OF AUDIENCE %	{				22	22 *			23	21 *			22 *			25 *	26 *	
		AVG. AUD. BY ¼ HR. %	{				14.6	14.6	15.4	15.0	13.7	13.4	13.8	14.0	14.7	15.1	16.0	14.1		
		TOTAL AUDIENCE (Households (000) & %)	{				18,170 22.3							44,830 55.0						
W	CBS TV	PAVAROTTI & FRIENDS (OP) ———— ACADEMY AWARDS (9:00-12:06AM)(-OP) ————																		
		AVERAGE AUDIENCE (Households (000) & %)	{				12,230 15.0	15.8*			27,380 33.6	25.5*			30.1*			37.4*	38.8*	
		SHARE OF AUDIENCE %	{				22	23 *			53	35 *			41 *			55 *	62 *	
		AVG. AUD. BY ¼ HR. %	{				16.8	14.8	14.0	14.6	24.1	26.8	29.8	30.3	36.2	38.6	39.2	38.3		
E	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{				27,220 33.4							10,840 13.3	6,030 7.4	5,460 6.7				
		CBS NCAA BSKBL CHAMP-MON ———— (1) ———— CBS NEWS UPDATE ———— LOVE AT FIRST SIGHT (R) ———— GEORGETOWN VS NORTH CAROLINA(OP) (8:00-10:01PM)(-OP) (OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{				17,600 21.6	20.2*			21.5*			21.2*			23.4*	10,840 13.3	5,950 7.3	4,240 5.2
		SHARE OF AUDIENCE %	{				31	30 *			31 *			29 *			32 *	19	11	8
2	ABC TV	AVG. AUD. BY ¼ HR. %	{				19.4	21.0	21.7	21.3	21.0	21.5	23.1	23.7	13.3	7.3	5.2	5.3		
		TOTAL AUDIENCE (Households (000) & %)	{				24,120 29.6									11,490 14.1				
		NBC MONDAY NIGHT MOVIES ———— TWO GUYS FROM MUCK ———— WILD HORSE HANK(SUS-OP)(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{				15,490 19.0	19.3*			21.5*			18.1*			17.1*	7,820 9.6	9.5*	9.8*
TV	NBC TV	SHARE OF AUDIENCE %	{				26	27 *			30 *			25 *			24 *	16	15 *	
		AVG. AUD. BY ¼ HR. %	{				17.8	20.8	21.5	21.4	18.4	17.7	17.6	16.5	9.9	9.2	9.7	9.9		
		HOUSEHOLDS USING TV WK. 1	60.6	61.4	62.3	64.0	65.0	66.6	66.7	67.3	65.9	65.7	63.9	63.9	60.9	59.9	59.4	56.4		
		(See Def. 1) WK. 2	62.1	63.6	65.0	66.8	69.3	71.6	72.5	72.7	72.9	73.2	73.0	71.7	66.0	62.2	59.4	56.6		

U.S. TV Households: 81,500,000

(1) CBS NCAA BSKBL POST-MON., CBS, (10:01-10:15PM)(S)

For explanation of symbols, See page A

EVE. MON. MAR. 29, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.23, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						21,190 26.0	23,390 28.7		22,090 27.1		21,430 26.3		23,960 29.4						
	ABC TV						HAPPY DAYS		JOANIE LOVES CHACHI		THREE'S COMPANY		TOO CLOSE FOR COMFORT		HART TO HART (R)					
	AVERAGE AUDIENCE (Households (000) & %)						18,420 22.6	21,680 26.6		20,540 25.2		19,970 24.5		19,150 23.5						
	SHARE OF AUDIENCE %						35	40		38		37		39						
WEEK 2	AVG. AUD. BY ¼ HR.						21.3	23.8	25.9	27.3	25.0	25.4	24.4	24.6	24.1	24.1	23.3	22.2		
	TOTAL AUDIENCE (Households (000) & %)						12,140 14.9	Q.E.D. (OP)					19,400 23.8					OLIVER TWIST		
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)						8,480 10.4	10.9*	9.8*		14,100 17.3		16.0*	17.2*		17.9*		18.2*		
WEEK 3	SHARE OF AUDIENCE %						16	17 *	15 *		27	24 *	26 *		28 *		31 *			
	AVG. AUD. BY ¼ HR.						11.2	10.5	9.8	9.8	15.4	16.6	17.3	17.1	17.8	17.9	18.3	19.0		
	TOTAL AUDIENCE (Households (000) & %)						15,890 19.5	BRET MAVERICK (OP)					14,260 17.5		FLAMINGO ROAD (SUS-OP)		12,060 14.8			
	NBC TV																			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)						12,710 15.6	15.0*	16.2*		11,170 13.7		13.4*	14.0*		11.1		11.6*	10.7*	
	SHARE OF AUDIENCE %						24	23 *	24 *		20	20 *	21 *		18	18 *	18 *			
	AVG. AUD. BY ¼ HR.						14.8	15.2	15.9	16.4	13.5	13.3	13.9	14.1	11.8	11.5	10.7	10.6		
	TOTAL AUDIENCE (Households (000) & %)						19,320 23.7	20,620 25.3		22,410 27.5		21,760 26.7		23,310 28.6		HART TO HART (R)				
WEEK 5	ABC TV						HAPPY DAYS (R)		JOANIE LOVES CHACHI		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						17,120 21.0	19,150 23.5		20,380 25.0		19,970 24.5		18,500 22.7						
	SHARE OF AUDIENCE %						33	35	38		38	38	40		22.7*	38 *	22.7*			
	AVG. AUD. BY ¼ HR.						19.8	22.3	23.0	24.0	24.2	25.7	24.4	24.5	22.6	22.7	23.0	22.3		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						11,900 14.6	Q.E.D. (OP)					16,220 19.9					CBS TUESDAY NIGHT MOVIES 6(DEON'S TRUMPET(R))		
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)						8,800 10.8	10.6*	11.1*		9,860 12.1		11.0*	11.7*		13.1*		12.7*		
	SHARE OF AUDIENCE %						17	17 *	17 *		20	17 *	18 *		22 *		23 *			
WEEK 7	AVG. AUD. BY ¼ HR.						11.2	9.9	11.1	11.0	11.3	10.7	11.5	11.9	12.9	13.3	12.9	12.6		
	TOTAL AUDIENCE (Households (000) & %)						17,120 21.0	BRET MAVERICK (R)(OP)					16,220 19.9		FLAMINGO ROAD (OP)		12,470 15.3			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)						13,940 17.1	16.6*	17.5*		13,610 16.7		16.3*	17.0*		11.8		12.2*	11.5*	
WEEK 8	SHARE OF AUDIENCE %						26	26 *	26 *		26	25 *	26 *		21		21 *	21 *		
	AVG. AUD. BY ¼ HR.						16.4	16.9	17.1	17.8	16.3	16.4	17.1	16.8	12.4	12.1	11.4	11.5		
	TOTAL AUDIENCE (Households (000) & %)						13,940 17.1	16.6*	17.5*		13,610 16.7		16.3*	17.0*		11.8		12.2*	11.5*	
	SHARE OF AUDIENCE %						26	26 *	26 *		26	25 *	26 *		21		21 *	21 *		
TV HOUSEHOLDS USING TV	(See Def. 1)	WK. 1	57.7	60.2	62.2	62.9	63.3	64.9	66.5	67.9	67.1	67.1	66.7	66.8	63.5	62.4	60.0	56.6		
		WK. 2	58.5	60.2	61.9	63.7	63.1	64.6	66.1	67.4	65.3	65.2	65.2	64.3	60.0	58.8	56.7	54.0		

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.TUE. MAR.30, 1982

		MAR. 24, 1982															
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,240 18.7				21,680 26.6				23,640 29.0							
	ABC TV	GREATEST AMERICAN HERO				FALL GUY (OP)				DYNASTY							
	AVERAGE AUDIENCE (Households (000) & %)	12,310				16,950				19,320							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	15.1 24	14.4* 23 *	15.8* 25 *	20.8 33	19.2* 30 *	22.4* 36 *	23.7 42	23.5* 41 *	24.0* 44 *							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	15,970 19.6				13,040 16.0				8,880 10.9				8,070 9.9			
	CBS TV	HERBIE, THE LOVE BUG (OP)				WKRP IN CINCINNATI				BAKER'S DOZEN				SHANNON			
	AVERAGE AUDIENCE (Households (000) & %)	12,880				11,410				7,420				6,190			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	15.8 25	15.5* 25 *	16.1* 25 *	14.0 22	13.8 14.3	9.1 15	7.6 14	7.5* 13 *	7.7* 14 *							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	23,060 28.3				16,460 20.2				17,200 21.1							
	NBC TV	REAL PEOPLE (R)(OP)				FACTS OF LIFE (OP)				QUINCY, M.E.							
	AVERAGE AUDIENCE (Households (000) & %)	15,320				14,510				13,940							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	18.8 30	18.8* 30 *	19.3* 30 *	18.4* 29 *	17.8 29	17.1 30	17.0* 30 *	17.2* 31 *	17.0 17.0							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	17,690 21.7				20,860 25.6				20,050 24.6							
	ABC TV	REAGAN NEWS CONF.-ABC (8:00-8:40PM) (SUS)				GREATEST AMERICAN HERO (8:40-9:40PM)(-OP)				FALL GUY (R)(OP)(-OP) (9:40-10:40PM)				SHERYL LADD SPECIAL (10:40-11:40PM) (-OP)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	12,960				14,020				12,800							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	15.9 25	14.8* 24 *	16.3* 25 *	17.2 29	14.9* 24 *	18.0* 31 *	15.7 34	18.1* 36 *	17.7 17.7							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	17,930 22.0				15,730 19.3				11,170 13.7				11,490 14.1			
	CBS TV	REAGAN NEWS CONF.-CBS (8:00-8:38PM) (SUS)				HERBIE, THE LOVE BUG (8:38-9:38PM)(-OP)				WKRP IN CINCINNATI (9:38-10:08PM) (-OP)(OP)				BAKER'S DOZEN (10:08-10:38PM) (-OP)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	12,390				12,710				9,620				7,820			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	15.2 24	14.1* 23 *	15.8* 25 *	15.6 25	15.3 15.3	11.8 21	9.6 20	9.6* 19 *	9.7 9.7							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	21,270 26.1				18,750 23.0				16,300 20.0				16,950 20.8			
	NBC TV	REAGAN NEWS CONF.-NBC (8:00-8:37PM) (SUS)				REAL PEOPLE (8:37-9:30PM) (R)(OP)				FACTS OF LIFE (10:30-11:30PM)(-OP)				LOVE, SIDNEY (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	5,240				15,970				14,020				12,230			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	18.7 29	17.0* 27 *	20.0* 31 *	19.6 31	20.5 20.5	17.2 29	15.0 31	14.3* 28 *	14.9 14.9							
TV HOUSEHOLDS USING TV WK 1		57.0	58.7	60.1	61.6	61.8	63.4	63.4	64.9	64.1	63.6	62.0	61.9	58.3	56.6	55.6	54.5
(See Def. 1) WK. 2		55.4	57.5	58.7	60.5	60.8	61.8	62.7	62.2	63.1	63.6	62.0	61.1	58.7	56.2	51.4	48.5
U.S. TV Households: 81,500,000																	

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,630 15.5			10,430 12.8			18,750 23.0			14,430 17.7	17,360 21.3		
	ABC TV					POLICE SQUAD		BOSOM BUDDIES		9 TO 5		TAXI (OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)					11,000 13.5		9,700 11.9		17,360 21.3		12,800 15.7		13,200 16.2		16.8*	15.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 13.2		19 11.4		33 20.9		25 15.4		28 16.7		28*	27*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,490 27.6				17,200 21.1				14,590 17.9				
	CBS TV					MAGNUM, P.I. (OP)				CAGNEY & LACEY				KNOTS LANDING				
	AVERAGE AUDIENCE (Households (000) & %)					19,320 23.7		23.2*		13,120 16.1		15.8*		11,570 14.2		13.7*	14.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					37 22.4		36* 24.1		25 16.1		24* 15.4		26* 16.8		23*	26*	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,300 20.0				14,430 17.7		16,220 19.9		19,970 24.5				
	NBC TV					FAME (OP)				DIFF'RENT STROKES		GIMME A BREAK (SUS OP)		HILL STREET BLUES				
	AVERAGE AUDIENCE (Households (000) & %)					12,960 15.9		15.0*		12,880 15.8		15,080 18.5		15,810 19.4		18.8*	20.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 14.7		24* 15.4		24 15.2		29 16.5		33 18.9		32*	35*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,400 18.9				16,950 20.8		14,670 18.0		17,520 21.5				
	ABC TV					THAT'S INCREDIBLE SP.				9 TO 5		TAXI (R)(OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)					11,170 13.7		12.8*		14,750 18.1		13,280 16.3		14,430 17.7		18.4*	17.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 12.4		21* 13.1		30 18.0		27 15.9		31 17.8		32*	31*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,760 26.7				15,490 19.0				13,200 16.2				
	CBS TV					MAGNUM, P.I. (OP)				CAGNEY & LACEY				KNOTS LANDING				
	AVERAGE AUDIENCE (Households (000) & %)					18,010 22.1		22.2*		11,740 14.4		13.7*		10,680 13.1		13.1*	13.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					37 21.5		37* 22.9		24 13.5		22* 13.9		25* 15.4		23*	24*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,830 18.2				16,790 20.6		16,300 20.0		18,750 23.0				
	NBC TV					FAME (OP)				DIFF'RENT STROKES		GIMME A BREAK (SUS-OP)		HILL STREET BLUES (R)				
	AVERAGE AUDIENCE (Households (000) & %)					10,920 13.4		13.1*		15,080 18.5		15,160 18.6		14,750 18.1		18.2*	18.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 13.5		22* 12.8		30 17.8		31 19.2		32 18.2		32*	33*	
TV HOUSEHOLDS USING TV		WK. 1	58.4	60.5	60.8	63.1	63.3	64.3	64.1	64.6	64.7	65.1	63.4	62.9	59.6	58.7	58.0	
(See Def. 1)		WK. 2	55.1	56.2	57.8	59.2	59.9	60.0	60.8	61.2	60.4	61.4	59.7	59.5	57.5	57.3	56.3	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,260 17.5	13,860 17.0		15,810 19.4				18,500 22.7						
	ABC TV					BENSON	BARNEY MILLER		PHOENIX (OP)				STRIKE FORCE						
	AVERAGE AUDIENCE (Households (000) & %)					12,550 15.4	12,630 15.5		12,060 14.8				14,180 17.4				18.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.5	25 15.3		24 14.3				25* 15.5				30* 17.4		34* 18.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,800 29.2	26,650 32.7				19,480 23.9								
	CBS TV					DUKES OF HAZZARD (OP)				DALLAS				CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)					18,750 23.0	21.4*		22,820 28.0				14,510 17.8				19.2*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 20.6	35* 22.2		46 26.8				47* 28.6				34* 18.1		30* 15.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,290 11.4	11,410 14.0												
	NBC TV					NBC MAGAZINE (OP)				NBC FRIDAY MOVIE OF-WEEK MAGIC(R)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)					6,930 8.5	8.6*		5,380 6.6				7.2*				7.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 8.9	14* 8.3		11 6.8				9* 5.7				13* 7.1		19* 7.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,940 17.1	12,880 15.8		14,670 18.0				13,860 17.0						
	ABC TV					BENSON	BARNEY MILLER		PHOENIX (OP)				STRIKE FORCE						
	AVERAGE AUDIENCE (Households (000) & %)					12,060 14.8	11,570 14.2		11,650 14.3				11,740 14.4				14.0*		14.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.2	24 15.4		23 13.4				24* 15.0				25 14.3		26* 14.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					23,390 28.7	27,380 33.6				20,780 25.5								
	CBS TV					DUKES OF HAZZARD (OP)				DALLAS				FALCON CREST					
	AVERAGE AUDIENCE (Households (000) & %)					18,260 22.4	20.4*		23,720 29.1				18,090 22.2				22.5*		21.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 19.5	36* 21.3		48 27.1				49* 29.3				39* 23.0		39* 22.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,410 14.0	12,710 15.6												
	NBC TV					NBC MAGAZINE (OP)				NBC FRIDAY MOVIE OF-WEEK LET'S DO IT AGAIN(R)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)					8,480 10.4	10.6*		6,850 8.4				9.2*				9.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.7	18* 10.5		14 7.5				12* 7.3				16* 9.2		17* 9.4
TV HOUSEHOLDS USING TV		WK. 1	55.7	57.3	57.9	59.0	60.8	61.5	62.4	63.0	60.8	61.1	61.3	60.9	56.5	56.1	54.9	52.5	
(See Def. 1)		WK. 2	52.7	54.7	55.3	56.0	56.4	58.4	59.2	59.9	59.7	61.3	61.8	60.8	57.3	57.0	56.6	55.1	
U.S. TV Households: 81,500,000																			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

		NATIONAL TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E K 1	TOTAL AUDIENCE (Households (000) & %)						17,520 21.5						18,750 23.0						20,210 24.8		
	ABC TV						T.J. HOOKER (OP)					LOVE BOAT (OP)					FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)						13,200 16.2	15.5*	16.9*		15,490 19.0	17.5*	20.5*		15,970 19.6	19.7*	19.6*				
	SHARE OF AUDIENCE (Households (000) & %)						27	26 *	28 *		31	29 *	34 *		37	36 *	38 *				
AVG. AUD. BY ¼ HR.							14.8	16.3	16.5	17.4	16.8	18.3	20.4	20.6	19.5	19.8	19.7	19.5			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						22,660 27.8											8,880 10.9			
	CBS TV	CBS NCAA BSKBL CHAMP.SA-2 GEORGETOWN VS LOUISVILLE (5:45-7:53PM)(S)(OP)					WIZARD OF OZ (R)(OP)										CBS REPORTS PABLO PICASSO				
	AVERAGE AUDIENCE (Households (000) & %)	16.9*					13.8*	16,220 19.9		19.7*	20.8*		20.1*	19.2*		5,380 6.6	7.6*	5.7*			
	SHARE OF AUDIENCE (Households (000) & %)	31 *					25 *	33		33 *	34 *		33 *	32 *		12	14 *	11 *			
AVG. AUD. BY ¼ HR.		16.8	17.1	15.0	11.5	19.2	20.1	20.9	20.7	20.3	19.9	19.9	18.5	8.6	6.5	5.7	5.7	5.7			
W E K 1	TOTAL AUDIENCE (Households (000) & %)						13,860 17.0											14,180 17.4			
	NBC TV						CHICAGO STORY (OP)										MCCLAIN'S LAW (R)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)						8,480 10.4	9.8*	9.9*		11.5*	11.7	8.7*		12.7*		13.7*				
	SHARE OF AUDIENCE (Households (000) & %)						17	16 *	16 *		19 *	21	15 *		23 *		27 *				
AVG. AUD. BY ¼ HR.							10.1	9.6	9.6	10.2	11.5	11.5	8.4	9.0	12.4	13.0	13.7	13.8			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,120 21.0						20,130 24.7						14,750 18.1		
	ABC TV						T.J. HOOKER (OP)					LOVE BOAT (R)(OP)					PERRY COMO EASTER SPECIAL				
	AVERAGE AUDIENCE (Households (000) & %)						13,280 16.3	15.2*	17.4*		16,220 19.9	19.3*	20.5*		10,760 13.2	13.7*	12.7*				
	SHARE OF AUDIENCE (Households (000) & %)						29	27 *	31 *		36	34 *	37 *		25	25 *	24 *				
AVG. AUD. BY ¼ HR.							14.7	15.7	16.8	18.1	18.8	19.7	20.3	20.7	14.4	13.1	12.9	12.5			
W E K 1	TOTAL AUDIENCE (Households (000) & %)						15,000 18.4	13,860 17.0					18,500 22.7								
	CBS TV						CHARLIE BROWN'S ALL STARS (R)					FAT ALBERT EASTER SPECIAL (OP)					CBS SAT. NIGHT MOVIE HOUSE CALLS(R)				
	AVERAGE AUDIENCE (Households (000) & %)						13,280 16.3	12,390 15.2		11,080 13.6		13.1*	12.2*		14.7*		14.4*				
	SHARE OF AUDIENCE (Households (000) & %)						29	27		25		23 *	22 *		27 *		27 *				
AVG. AUD. BY ¼ HR.							16.3	16.4	15.3	15.2	13.3	12.8	12.3	12.1	14.3	15.1	14.5	14.3			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						8,560 10.5	11,900 14.6										13,280 16.3			
	NBC TV						ONE OF THE BOYS					CHICAGO STORY (OP) (SUS-OP)					MCCLAIN'S LAW (R)				
	AVERAGE AUDIENCE (Households (000) & %)						7,420 9.1	7,250 8.9		8.0*		9.3*		9.3*		13.0		13.8*			
	SHARE OF AUDIENCE (Households (000) & %)						16	16		14 *		17 *		17 *		24		26 *			
AVG. AUD. BY ¼ HR.							9.0	9.3	8.0	7.9	9.4	9.2	9.2	9.4	11.7	12.8	13.3	14.2			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.7	57.6	58.1	58.8	59.4	60.1	60.1	61.1	60.9	61.1	60.2	59.7	55.6	53.8	51.9	50.5			
		WK. 2	53.7	54.8	55.6	55.9	55.4	55.3	55.0	55.6	56.3	55.8	55.4	55.7	54.8	54.7	52.8	52.0			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W
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1

ABC TV

TOTAL AUDIENCE { 6,680
(Households (000) & %) { 8.2

AVERAGE AUDIENCE { 6,280
(Households (000) & %) { 7.7

SHARE OF AUDIENCE % 17

AVG. AUD. BY ¼ HR. % 7.7

CBS TV

TOTAL AUDIENCE {
(Households (000) & %)

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1

NBC TV

TOTAL AUDIENCE { 10,680
(Households (000) & %) { 13.1

— SATURDAY NIGHT —
(11:30-12:45AM)
(SUSTAINING 12:46-1:00AM)

AVERAGE AUDIENCE { 6,360
(Households (000) & %) { 7.8

SHARE OF AUDIENCE % 24

AVG. AUD. BY ¼ HR. % 8.1

8.4*
23*
8.7

7.7*
25*
7.4

6.9

6.0

ABC TV

TOTAL AUDIENCE { 5,050
(Households (000) & %) { 6.2

AVERAGE AUDIENCE { 4,650
(Households (000) & %) { 5.7

SHARE OF AUDIENCE % 12

AVG. AUD. BY ¼ HR. % 5.7

W
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2

CBS TV

TOTAL AUDIENCE {
(Households (000) & %)

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2

NBC TV

TOTAL AUDIENCE { 8,480
(Households (000) & %) { 10.4

— SATURDAY NIGHT —
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE { 4,970
(Households (000) & %) { 6.1

SHARE OF AUDIENCE % 19

AVG. AUD. BY ¼ HR. % 7.5

7.0*
19*
6.6

5.8*
19*
5.3

5.0

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)	47.7	48.7	44.2	44.6	38.8	38.3	35.7	35.1	31.5	32.2	29.4	28.8	27.0	25.7	25.2	23.5	22.8	21.6
U.S. TV Households - 81,500,000																		

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,710 15.6				14,100 17.3				21,190 26.0							
	ABC TV		CODE RED (R)				TODAY'S FBI (R)(OP)				ABC SUNDAY NIGHT MOVIE CONVOY(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,370 11.5	11.0*		12.1*	11,410 14.0	13.4*		14.5*	13,370 16.4	16.8*		16.2*		16.8*	16.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%	19	19 *		20 *	22	21 *		22 *	27	25 *		25 *		28 *	28 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	26,320 32.3				18,260 22.4	18,420 22.6			18,990 23.3	21,350 26.2		19,800 24.3				
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE	ONE DAY AT A TIME (OP)			ALICE (R)	JEFFERSONS	TRAPPER JOHN, M.D.					
	AVERAGE AUDIENCE (Households (000) & %)	{	21,190 26.0	24.5*		27.4*	15,650 19.2	16,460 20.2			17,690 21.7	19,400 23.8		16,540 20.3	20.8*		19.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%	43	42 *		45 *	30	31			33	37		35	35 *		35 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,570 14.2				18,830 23.1				21,840 26.8							
	NBC TV		FATHER MURPHY				BOB HOPE LAUGHS/MOVIE AWD (OP)				NBC SUNDAY NIGHT MOVIE MACARTHUR(R)(OP) (9:00-11:41PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,290 11.4	10.3*		12.4*	14,260 17.5	17.1*		17.9*	12,230 15.0	15.6*		16.0*		15.1*	14.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%	19	18 *		20 *	27	27 *		27 *	26	24 *		25 *		25 *	26 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	13,450 16.5				14,510 17.8				24,530 30.1							
	ABC TV		INSIDE AMERICA				TODAY'S FBI (R)(OP)				ABC SUNDAY NIGHT MOVIE SHOOT AT THE DEVIL(OP) (9:00-11:17PM) (SUSTAINING 11:17-11:32PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,290 11.4	10.9*		11.8*	12,060 14.8	13.5*		16.0*	14,180 17.4	17.1*		18.7*		17.1*	16.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%	19	19 *		19 *	23	22 *		25 *	29	26 *		29 *		28 *	29 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	25,430 31.2				18,990 23.3	18,260 22.4			18,830 23.1	19,070 23.4						
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE	ONE DAY AT A TIME (OP)			ALICE	AFI-SALUTES FRANK CAPRA						
	AVERAGE AUDIENCE (Households (000) & %)	{	20,860 25.6	24.8*		26.4*	16,630 20.4	16,710 20.5			16,790 20.6	12,550 15.4		16.3*		15.7*	14.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%	43	42 *		44 *	33	32			32	25		25 *		26 *	24 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,140 14.9				17,930 22.0				24,450 30.0							
	NBC TV		FATHER MURPHY				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE MEATBALLS(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,970 11.0	10.0*		12.1*	14,430 17.7	17.1*		18.3*	15,810 19.4	19.0*		21.0*		19.7*	17.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%	18	17 *		20 *	28	28 *		28 *	31	29 *		33 *		32 *	31 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	57.0	59.4	60.9	62.2	63.1	64.3	65.4	66.6	65.9	66.3	66.0	64.3	59.9	58.9	57.6	54.7
		WK. 2	57.7	59.7	60.5	60.7	61.2	62.7	64.0	64.6	64.8	65.3	65.0	64.3	62.3	60.5	59.5	56.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{	4,160 5.1														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 4.8														
E	TOTAL AUDIENCE (Households (000) & %)	{	5,380 6.6														
	CBS TV		CBS SUNDAY NEWS- OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.3														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.3														
K	TOTAL AUDIENCE (Households (000) & %)	{	2,690 3.3														
	NBC TV		NBC SUNDAY NIGHT MOVIE MACARTHUR(R) (9:00-11:41PM)														
	AVERAGE AUDIENCE (Households (000) & %)	{	1,300 1.6														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 2.1														
1	TOTAL AUDIENCE (Households (000) & %)	{	14.7* 33 *														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	15.2 14.3														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13.0 13.0														
W	TOTAL AUDIENCE (Households (000) & %)	{	3,420 4.2														
	ABC TV		(1) ABC WEEKEND REPORT-SUN. (11:34-11:49PM)														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 3.4														
E	TOTAL AUDIENCE (Households (000) & %)	{	4,480 5.5														
	CBS TV		CBS SUNDAY NEWS- OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,400 5.4														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 5.4														
K	TOTAL AUDIENCE (Households (000) & %)	{	3,020 3.7														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,300 1.6														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	6 2.0														
2	TOTAL AUDIENCE (Households (000) & %)	{	1.9* 5 *														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	2.0 1.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	1.9 1.6														
TV HOUSEHOLDS USING TV		WK 1	47.9	42.3	35.4	30.2	25.3	22.0	18.3	15.7	13.6	12.4	10.5	9.4	7.9	7.4	6.9
(See Def 1)		WK 2	51.2	47.5	38.5	31.3	25.5	22.8	19.9	17.8	16.0	13.8	12.3	11.0	9.0	7.5	6.4
U.S. TV Households 81,500,000																	
(1) ABC SUNDAY NIGHT MOVIE, SHOUT AT THE DEVIL, ABC, (9:00-11:17PM) (SUSTAINING 11:17-11:32PM)																	

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			4,890 6.0				5,130 6.3									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)				(S)(OP)			(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{			3,910 4.8				4,160 5.1									
	SHARE OF AUDIENCE %	{			25				24									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			2,850 3.5				3,260 4.0						4,730 5.8		5,540 6.8	
	CBS TV				MORNING-KURTIS & SAWYER 1 (CO-OP) (SUS-OP) (PARTICIPATING)				MORNING KURTIS & SAWYER 2 (CO-OP) (SUS-OP) (PARTICIPATING)					ONE DAY AT A TIME-M-F		ALICE-M-F >(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{			2,200 2.7				2,610 3.2						3,910 4.8		4,970 6.1	
	SHARE OF AUDIENCE %	{			13				15						23		28	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{			4,890 6.0				4,080 5.0						1,690 2.0		2,770 3.4	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (SUS-OP)(OP) (PARTICIPATING)(TU-F)				TODAY SHOW-8.30AM (CO-OP) (SUS-OP) (PARTICIPATING)						REGIS PHILBIN SHOW		BLOCKBUSTERS (TU-F)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,910 4.8				3,340 4.1						1,300 1.6		2,280 2.8	
	SHARE OF AUDIENCE %	{			24				20						8		13	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{			5,620 6.9				5,540 6.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{			4,650 5.7				4,650 5.7									
	SHARE OF AUDIENCE %	{			28				27									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{			2,690 3.3				2,690 3.3						4,400 5.4		5,220 6.4	
	CBS TV				MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)				MORNING KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)					ONE DAY AT A TIME-M-F		ALICE-M-F >(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{			2,200 2.7				2,200 2.7						3,590 4.4		4,560 5.6	
	SHARE OF AUDIENCE %	{			13				13						22		27	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{			4,730 5.8				4,650 5.7						2,120 2.6		2,770 3.4	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						REGIS PHILBIN SHOW		BLOCKBUSTERS (MWTHF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,830 4.7				3,830 4.7						1,630 2.0		2,360 2.9	
	SHARE OF AUDIENCE %	{			23				22						10		14	
TV HOUSEHOLDS USING TV WK 1			11.4	14.1	16.5	18.0	20.0	21.1	21.2	21.1	20.7	20.8	20.8	21.2	20.8	21.3	21.7	22.6
(See Def. 1)		WK 2	12.0	14.3	16.7	18.0	19.7	20.7	20.6	20.3	19.9	20.1	20.2	20.2	19.9	20.1	20.7	21.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,680 8.2				5,790 7.1		6,280 7.7		9,540 11.7			8,880 10.9				
	ABC TV	LOVE BOAT DAYTIME >(OP)(S)(OP)				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	4,890 6.0				4,890 6.0		5,380 6.6		7,340 9.0			6,760 8.3				
	SHARE OF AUDIENCE %	26				23		25		31			30				
W E E K 2	AVG. AUD. BY ¼ HR. %	5.4				5.8		6.2		8.3			9.5				
	TOTAL AUDIENCE (Households (000) & %)	6,360 7.8				7,420 9.1		7,740 9.5		7,500 9.2			5,870 7.2				
	CBS TV	PRICE IS RIGHT 1 >(S)(OP)				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS			SEARCH FOR TOMORROW				
	AVERAGE AUDIENCE (Households (000) & %)	5,620 6.9				6,520 8.0		5,870 7.2		5,870 7.2			5,130 6.3				
W E E K 3	SHARE OF AUDIENCE %	30				33		27		27			25				
	AVG. AUD. BY ¼ HR. %	6.6				7.1		7.2		7.2			6.9				
	TOTAL AUDIENCE (Households (000) & %)	4,480 5.5				4,080 5.0		3,340 4.1		3,500 4.3			4,890 6.0				
	NBC TV	WHEEL OF FORTUNE (TU-F)(S)(OP)				BATTLESTARS		PASSWORD PLUS		DOCTORS			DAYS OF OUR LIVES				
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	3,830 4.7				3,500 4.3		2,930 3.6		2,930 3.6			3,670 4.5				
	SHARE OF AUDIENCE %	21				18		14		14			16				
	AVG. AUD. BY ¼ HR. %	4.7				4.7		4.1		4.5			4.7				
	TOTAL AUDIENCE (Households (000) & %)	6,280 7.7				6,190 7.6		5,710 7.0		8,970 11.0			8,720 10.7				
W E E K 5	ABC TV	LOVE BOAT DAYTIME >(S)(OP)				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN >(SUS-OP)(OP)			ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	4,560 5.6				5,300 6.5		4,730 5.8		6,850 8.4			6,280 7.7				
	SHARE OF AUDIENCE %	26				26		24		31			30				
	AVG. AUD. BY ¼ HR. %	5.4				5.5		5.7		7.4			7.5				
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	5,870 7.2				7,090 8.7		7,660 9.4		7,340 9.0			5,540 6.8				
	CBS TV	PRICE IS RIGHT 1 >(S)(OP)				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS >(SUS-OP)		AS THE WORLD TURNS			CAPITOL				
	AVERAGE AUDIENCE (Households (000) & %)	5,130 6.3				6,110 7.5		5,540 6.8		5,710 7.0			4,730 5.8				
	SHARE OF AUDIENCE %	30				34		28		28			26				
W E E K 7	AVG. AUD. BY ¼ HR. %	6.0				6.6		6.7		6.8			6.7				
	TOTAL AUDIENCE (Households (000) & %)	4,080 5.0				3,990 4.9		2,280 2.8		3,670 4.5			4,560 5.6				
	NBC TV	WHEEL OF FORTUNE (MTWTF)(S)(OP)				BATTLESTARS		DOCTORS		SEARCH FOR TOMORROW			DAYS OF OUR LIVES				
	AVERAGE AUDIENCE (Households (000) & %)	3,420 4.2				3,500 4.3		1,870 2.3		2,930 3.6			3,420 4.2				
W E E K 8	SHARE OF AUDIENCE %	20				19		10		15			21				
	AVG. AUD. BY ¼ HR. %	4.2				4.3		2.3		3.4			5.6				
	TOTAL AUDIENCE (Households (000) & %)	23.1				23.6		23.9		25.3			26.7				
	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	21.8				22.3		22.2		23.0			24.0				
U.S. TV Households: 81,500,000		21.8				22.3		22.2		23.0			24.0				

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.22-26, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W	TOTAL AUDIENCE (Households (000) & %)		{	10,680 13.1						4,650 5.7								11,250 13.8	
	ABC TV				GENERAL HOSPITAL (SUS-OP)						EDGE OF NIGHT						ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)		{	8,230 10.1		9.6*		10.6*		4,160 5.1								9,860 12.1	
	SHARE OF AUDIENCE %		{	34		33 *		34 *		16								22	
E	TOTAL AUDIENCE (Households (000) & %)		{	7,580 9.3						2,530 3.1								12,140 14.9	
	CBS TV				GUIDING LIGHT (OP)						TATTLETALES						CBS EVENING NEWS-RATHER		
	AVERAGE AUDIENCE (Households (000) & %)		{	5,950 7.3		7.1*		7.6*		2,120 2.6								10,760 13.2	
	SHARE OF AUDIENCE %		{	24		25 *		24 *		8								24	
K	TOTAL AUDIENCE (Households (000) & %)		{	4,080 5.0														10,510 12.9	
	NBC TV				TEXAS												NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)		{	3,100 3.8		3.7*		3.8*										9,370 11.5	
	SHARE OF AUDIENCE %		{	13		13 *		12 *										21	
1	TOTAL AUDIENCE (Households (000) & %)		{	9,940 12.2						4,650 5.7								10,840 13.3	
	ABC TV				GENERAL HOSPITAL (SUS OP)						EDGE OF NIGHT (S)(OP)						ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)		{	7,820 9.6		9.2*		10.0*		4,080 5.0								9,450 11.6	
	SHARE OF AUDIENCE %		{	34		34 *		34 *		17								22	
W	TOTAL AUDIENCE (Households (000) & %)		{	7,740 9.5						2,530 3.1								12,550 15.4	
	CBS TV				GUIDING LIGHT (OP)						TATTLETALES						CBS EVENING NEWS-RATHER		
	AVERAGE AUDIENCE (Households (000) & %)		{	6,030 7.4		7.1*		7.7*		2,120 2.6								11,000 13.5	
	SHARE OF AUDIENCE %		{	26		26 *		26 *		9								25	
E	TOTAL AUDIENCE (Households (000) & %)		{	3,830 4.7														11,000 13.5	
	NBC TV				TEXAS												NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)		{	2,770 3.4		3.3*		3.6*										9,780 12.0	
	SHARE OF AUDIENCE %		{	12		12 *		12 *										22	
K	TOTAL AUDIENCE (Households (000) & %)		{	28.1 27.0		29.7 28.3		30.9 29.6		32.3 30.8		32.0 30.1		33.8 31.6		35.1 33.1		37.2 35.1	
	NBC TV				TEXAS												NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)		{	2,770 3.4		3.3*		3.6*										9,780 12.0	
	SHARE OF AUDIENCE %		{	12		12 *		12 *										22	
2	TOTAL AUDIENCE (Households (000) & %)		{	28.1 27.0		29.7 28.3		30.9 29.6		32.3 30.8		32.0 30.1		33.8 31.6		35.1 33.1		37.2 35.1	
	NBC TV				TEXAS												NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)		{	2,770 3.4		3.3*		3.6*										9,780 12.0	
	SHARE OF AUDIENCE %		{	12		12 *		12 *										22	
AVG. AUD. BY ¼ HR. %		{	3.2		3.3		3.4		3.6								11.6	12.3	
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)			28.1	29.7	30.9	32.3	32.0	33.8	35.1	37.2	39.2	42.0	44.0	46.5	49.8	52.6	54.3	55.9	
U.S. TV Households: 81,500,000			27.0	28.3	29.6	30.8	30.1	31.6	33.1	35.1	37.4	39.7	42.2	45.1	48.9	51.0	52.7	54.7	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.29-APR.2, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{				4,810 5.9		4,560 5.6		4,160 5.1		5,380 6.6		5,950 7.3		6,440 7.9	
	ABC TV	{				SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,990 4.9		3,500 4.3		3,590 4.4		4,560 5.6		4,730 5.8		5,540 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				31 4.8	5.0	20 4.0	4.6	18 4.2	4.6	22 5.3	5.3	23 5.3	6.4	25 6.9	6.7
E	TOTAL AUDIENCE (Households (000) & %)	{				3,100 3.8		3,590 4.4		4,160 5.1		6,520 8.0		7,580 9.3		7,660 9.4	
	CBS TV	{				POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,450 3.0		3,100 3.8		3,420 4.2		5,130 6.3		6,110 7.5		6,360 7.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				18 2.6	3.4	18 3.7	3.9	18 4.0	4.4	24 6.0	6.5	28 7.5	7.5	28 7.8	7.7
K	TOTAL AUDIENCE (Households (000) & %)	{				3,180 3.9		7,820 9.6		10,110 12.4		6,930 8.5		7,340 9.0		6,760 8.3	
	NBC TV	{				FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,690 3.3		6,850 8.4		8,720 10.7		5,950 7.3		5,950 7.3		6,030 7.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				21 2.9	3.8	41 7.8	9.1	47 10.5	11.0	29 7.3	7.3	28 7.5	7.1	26 7.1	7.6
1	TOTAL AUDIENCE (Households (000) & %)	{				4,240 5.2		3,420 4.2		3,670 4.5		5,300 6.5		4,810 5.9		4,650 5.7	
	ABC TV	{				SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,340 4.1		2,930 3.6		3,100 3.8		4,400 5.4		3,750 4.6		4,160 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				28 3.9	4.2	19 3.6	3.6	17 3.9	3.7	22 5.3	5.5	19 4.5	4.7	21 5.1	5.1
E	TOTAL AUDIENCE (Households (000) & %)	{				2,770 3.4		3,420 4.2		3,990 4.9		6,680 8.2		7,170 8.8		7,580 9.3	
	CBS TV	{				POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,120 2.6		2,770 3.4		3,500 4.3		5,050 6.2		5,870 7.2		5,870 7.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				16 2.3	2.8	18 3.2	3.5	19 4.3	4.3	25 5.9	6.5	29 7.1	7.3	29 7.5	6.9
2	TOTAL AUDIENCE (Households (000) & %)	{				3,340 4.1		7,250 8.9		9,860 12.1		5,790 7.1		5,710 7.0		5,460 6.7	
	NBC TV	{				FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,770 3.4		6,030 7.4		8,480 10.4		5,220 6.4		4,810 5.9		4,730 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				23 2.8	3.9	39 6.9	8.0	46 9.9	10.9	26 6.6	6.2	24 6.1	5.7	23 5.5	6.1
TV HOUSEHOLDS USING TV WK. 1		7.6	9.7	11.7	14.0	15.9	17.9	20.3	22.6	22.7	24.1	25.2	26.4	26.9	26.8	26.8	28.2
(See Def. 1) WK. 2		7.3	8.6	10.8	13.1	14.8	16.9	18.5	20.0	22.0	23.6	24.8	25.2	24.9	24.6	24.7	24.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 27, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,600 8.1		{ 6,110 7.5		{ 4,480 5.5		{ 5,710 7.0		← AMERICAN BANDSTAND '82 →									
	ABC TV	{ 5,380 6.6		{ 5,220 6.4		{ 3,750 4.6		{ 3,830 4.7		{ 4.2* 14 *		{ 5.2* 17 *							
	AVERAGE AUDIENCE (Households (000) & %)	{ 23 6.2		{ 22 6.2		{ 16 4.6		{ 15 4.1		{ 14 4.4		{ 17 5.3							
	SHARE OF AUDIENCE %	{ 6.9		{ 6.5		{ 4.6		{ 4.6		{ 4.4		{ 5.2							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,340 9.0		{ 5,790 7.1		{ 4,560 5.6		{ 4,730 5.8		{ 4,560 5.6		{ 3,340 4.1		{ 6,280 7.7		{ 6,280 7.7			
	CBS TV	{ 6,190 7.6		{ 5,050 6.2		{ 3,590 4.4		{ 3,910 4.8		{ 3,590 4.4		{ 2,850 3.5		{ 3,420 4.2		{ 3,420 4.2			
	AVERAGE AUDIENCE (Households (000) & %)	{ 27 7.9		{ 22 6.2		{ 15 4.5		{ 16 4.8		{ 14 4.7		{ 11 4.2		{ 13 3.8		{ 13 3.8			
	SHARE OF AUDIENCE %	{ 7.3		{ 6.1		{ 4.3		{ 4.9		{ 4.7		{ 3.6		{ 3.4		{ 3.7			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,380 6.6		{ 5,380 6.6		{ 6,520 8.0		{ 3,670 4.5								{ 10,430 12.8			
	NBC TV	{ 4,730 5.8		{ 4,560 5.6		{ 5,380 6.6		{ 2,930 3.6		{ 2,930 3.6		{ 2,930 3.6		{ 2,930 3.6		{ 2,930 3.6			
	AVERAGE AUDIENCE (Households (000) & %)	{ 20 6.0		{ 20 5.6		{ 23 6.1		{ 12 3.8		{ 12 3.8		{ 12 3.8		{ 12 3.8		{ 12 3.8			
	SHARE OF AUDIENCE %	{ 5.6		{ 5.7		{ 7.1		{ 3.4		{ 3.4		{ 3.4		{ 3.4		{ 3.4			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 5,950 7.3		{ 5,460 6.7		{ 5,620 6.9		{ 6,190 7.6		← AMERICAN BANDSTAND '82 →									
	ABC TV	{ 4,810 5.9		{ 4,560 5.6		{ 4,400 5.4		{ 3,830 4.7		{ 4.3* 16 *		{ 5.1* 18 *							
	AVERAGE AUDIENCE (Households (000) & %)	{ 22 5.6		{ 20 5.5		{ 20 5.0		{ 17 4.0		{ 16 4.7		{ 18 4.9							
	SHARE OF AUDIENCE %	{ 6.2		{ 5.6		{ 5.8		{ 4.7		{ 4.7		{ 5.2							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,280 7.7		{ 6,280 7.7		{ 3,670 4.5		{ 4,650 5.7		{ 3,990 4.9		{ 3,830 4.7		{ 10,270 12.6		{ 10,270 12.6			
	CBS TV	{ 5,710 7.0		{ 5,220 6.4		{ 2,850 3.5		{ 4,160 5.1		{ 3,260 4.0		{ 3,020 3.7		{ 4,400 5.4		{ 4,400 5.4			
	AVERAGE AUDIENCE (Households (000) & %)	{ 26 7.1		{ 24 6.6		{ 13 3.8		{ 19 4.9		{ 14 3.8		{ 11 4.2		{ 15 5.1		{ 15 5.1			
	SHARE OF AUDIENCE %	{ 6.9		{ 6.1		{ 3.2		{ 5.2		{ 5.2		{ 3.6		{ 3.8		{ 6.0			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,560 5.6		{ 4,650 5.7		{ 4,480 5.5		{ 2,850 3.5										{ 2,850 3.5	
	NBC TV	{ 3,830 4.7		{ 3,670 4.5		{ 3,420 4.2		{ 2,530 3.1		{ 2,530 3.1		{ 2,530 3.1		{ 2,530 3.1		{ 2,530 3.1			
	AVERAGE AUDIENCE (Households (000) & %)	{ 18 4.6		{ 17 4.6		{ 16 3.8		{ 11 3.1		{ 11 3.1		{ 11 3.1		{ 11 3.1		{ 11 3.1			
	SHARE OF AUDIENCE %	{ 4.7		{ 4.3		{ 4.6		{ 3.1		{ 3.1		{ 3.1		{ 3.1		{ 3.1			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	28.2	28.4	28.2	28.8	28.5	29.4	29.7	30.6	32.4	31.6	31.3	31.4	31.1	32.0	32.0		
		WK 2	26.5	27.0	26.9	27.4	25.9	26.3	26.4	27.7	28.4	29.8	30.6	31.2	32.1	32.4	32.6		
U.S. TV Households: 81,500,000																			

For explanation of symbols, See page A.

DAY SAT. APR. 3, 1982

For explanation of symbols, See page A

DAY SAT. APR. 3, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 28, 1982

AUDIENCE ESTIMATES																		DAY SUN. MAR. 28, 1981									
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)															3,500 4.3		KIDS ARE PEOPLE TOO I									
	ABC TV																										
	AVERAGE AUDIENCE (Households (000) & %)															2,850											
	SHARE OF AUDIENCE %															3.5											
	AVG. AUD. BY ¼ HR.															13		3.2 3.7									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)															7,170 8.8		SUNDAY MORNING									
	CBS TV																										
	AVERAGE AUDIENCE (Households (000) & %)															4,160											
	SHARE OF AUDIENCE %															5.1		4.6* 5.5* 5.3*									
	AVG. AUD. BY ¼ HR.															22		23* 24* 22*									
WEEK 3	TOTAL AUDIENCE (Households (000) & %)															4,2		5.0 5.5 5.5 5.6 4.9									
	NBC TV																										
	AVERAGE AUDIENCE (Households (000) & %)																										
	SHARE OF AUDIENCE %																										
	AVG. AUD. BY ¼ HR.																										
WEEK 4	TOTAL AUDIENCE (Households (000) & %)															3,020 3.7		KIDS ARE PEOPLE TOO I									
	ABC TV																										
	AVERAGE AUDIENCE (Households (000) & %)															2,360											
	SHARE OF AUDIENCE %															2.9											
	AVG. AUD. BY ¼ HR.															12		2.7 3.2									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)															7,010 8.6		SUNDAY MORNING			AND DAVID WEPT (SUS)						
	CBS TV																										
	AVERAGE AUDIENCE (Households (000) & %)															4,160											
	SHARE OF AUDIENCE %															5.1		4.3* 5.2* 5.8*									
	AVG. AUD. BY ¼ HR.															23		20* 23* 24*									
WEEK 6	TOTAL AUDIENCE (Households (000) & %)															4.1		4.6 4.9 5.5 6.0 5.6									
	NBC TV																										
	AVERAGE AUDIENCE (Households (000) & %)																										
	SHARE OF AUDIENCE %																										
	AVG. AUD. BY ¼ HR.																										
U.S. TV HOUSEHOLDS USING TV WK. 1 WK. 2																											
(See Def. 1)																											
U.S. TV Households: 81,500,000																											
6.2 7.3 8.5 10.1 12.3 13.5 15.4 17.8 20.9 22.7 24.2 24.7 25.2 25.7 26.5 27.0																											
6.2 7.8 9.0 10.6 12.4 14.4 15.5 18.3 21.4 22.7 22.7 23.6 23.5 24.5 24.8 24.7																											

TV HOUSEHOLDS USING TV		WK. 1	6.2	7.3	8.5	10.1	12.3	13.5	15.4	17.8	20.9	22.7	24.2	24.7	25.2	25.7	26.5	27.0
(See Def. 1)		WK. 2	6.2	7.8	9.0	10.6	12.4	14.4	15.5	18.3	21.4	22.7	22.7	23.6	23.5	24.5	24.8	24.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. APR. 4, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,830 4.7		{ 6,030 7.4										{ 8,070 9.9			
	ABC TV	KIDS ARE PEOPLE TOO II (OP) ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS) → SUPERSTARS (2:00-3:15PM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,180 3.9		{ 3,750 4.6		{ 4.4*		{ 4.8*				{ 4,160 5.1		{ 4.9*		{ 4.9*	
	SHARE OF AUDIENCE %	{ 14		{ 15		{ 15 *		{ 15 *				{ 14		{ 14 *		{ 13 *	
WEEK 2	AVG. AUD. BY ¼ HR.	{ 3.8		{ 4.1		{ 4.3		{ 4.4		{ 4.6		{ 5.0		{ 4.8		{ 5.0	
	TOTAL AUDIENCE (Households (000) & %)	{		{ 2,850 3.5		{ 12,230 15.0						{ 13,530 16.6					
	CBS TV	FACE THE NATION → WOMEN'S NCAA BKBL CHAMP LOUISIANA TECH VS CHEYNEY ST. → NBA ON CBS PHILADELPHIA VS BOSTON (2:00-4:21PM)															
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 2,360 2.9		{ 5,950 7.3		{ 5.6*		{ 6.8*		{ 7.9*		{ 8.8*		{ 6,850 8.4	
WEEK 3	SHARE OF AUDIENCE %	{		{ 9		{ 22		{ 18 *		{ 21 *		{ 23 *		{ 25 *		{ 23 *	
	AVG. AUD. BY ¼ HR.	{		{ 3.0		{ 2.8		{ 5.2		{ 6.1		{ 6.7		{ 6.9		{ 7.8	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{ 4,810 5.9		{		{ 5.9		{		{ 9,370 11.5		{	
	NBC TV	MEET THE PRESS → 3,830 4.7 → 4,240 5.1*															
WEEK 4	AVG. AUD. BY ¼ HR.	{		{ 14		{ 4.7		{ 4.6				{		{ 14		{ 14 *	
	TOTAL AUDIENCE (Households (000) & %)	{		{ 3,420 4.2		{ 5,710 7.0						{ 3,100 3.8		{ 6,190 7.6		{	
	ABC TV	KIDS ARE PEOPLE TOO II (OP) ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS) → SPORTSBEAT → AMERICAN SPORTSMAN (2:30-3:30PM)															
	WEEK 5	AVERAGE AUDIENCE (Households (000) & %)	{		{ 2,850 3.5		{ 3,340 4.1		{ 4.0*		{ 4.2*		{ 2,280 2.8		{ 3,670 4.5		{ 3.9*
SHARE OF AUDIENCE %		{		{ 14		{ 16		{ 15 *		{ 16 *		{ 8		{ 12		{ 11 *	
AVG. AUD. BY ¼ HR.		{		{ 3.3		{ 3.7		{ 4.0		{ 4.0		{ 4.2		{ 4.1		{ 2.7	
WEEK 6		TOTAL AUDIENCE (Households (000) & %)	{		{ 3,260 4.0		{		{ 9,700 11.9						{		{
	CBS TV	FACE THE NATION → NBA ON CBS HOUSTON VS SAN ANTONIO (1:00-3:37PM)															
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 2,530 3.1		{		{ 4,810 5.9		{ 4.9*		{ 5.9*		{ 6.3*		{ 6.2*	
	SHARE OF AUDIENCE %	{		{ 12		{		{ 18		{ 17 *		{ 19 *		{ 19 *		{ 18 *	
WEEK 7	AVG. AUD. BY ¼ HR.	{		{ 3.1		{ 3.1		{ 4.4		{ 5.4		{ 5.9		{ 5.9		{ 6.2	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{ 4,240 5.2		{		{ 5.2		{		{ 7,740 9.5		{	
	NBC TV	PALM SUN DISCIPLES (SUS) → MEET THE PRESS → RELIGIOUS SERIES (SUS) → SPORTSWORLD (2:30-4:00PM)															
	WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{		{		{ 3,260 4.0		{		{ 3,990 4.9		{ 3.9*		{ 14		{ 11 *
SHARE OF AUDIENCE %		{		{		{ 15		{		{ 15		{		{ 14		{ 11 *	
AVG. AUD. BY ¼ HR.		{		{		{ 3.7		{ 4.4		{		{ 3.6		{ 4.2		{	
TV HOUSEHOLDS USING TV WK. 1		27.1	27.7	28.9	29.8	30.7	32.6	33.5	34.6	35.6	35.4	35.3	35.6	35.9	35.9	36.5	37.5
(See Def. 1) WK. 2		24.8	25.8	26.0	26.4	26.1	26.1	27.0	28.3	29.1	31.0	32.6	33.3	34.4	34.6	35.4	36.7
U.S. TV Households: 21,500,000																	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. APR. 4, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 28, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		10,020 12.3	{		14,510 17.8	{		11,170 13.7	{		{		{		11,170 13.7
	ABC TV	{		(1) USA VS-WRLD-OLYMPIC SPRTS	{		- ABC WIDE WORLD-SPORTS SUN	{		ABC WRLD NEWS TONIGHT-SUN	{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		5,460 6.7	{		7,740 9.5	{		9,540 11.7	{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		18 6.0	{		23 8.3	{		23 8.4	{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		12,390 15.2	{		5,130 6.3	{		5,130 6.3	{		{		{		
	CBS TV	{		NBA ON CBS PHILADELPHIA VS BOSTON (2:00-4:21PM) (-OP)	{		HERITAGE GOLF CLASSIC-SUN (4:21-6:30PM) (-OP)	{		CBS EVENING NEWS-DEAN(B)	{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		8,2* 23 *	{		5,790 7.1	{		4,160 5.1	{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		23* 8.5	{		17 6.8	{		10 6.8	{		{		{		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		7,990 9.8	{		4,320 5.3	{		4,320 5.3	{		{		{		
	NBC TV	{		SPORTSWORLD (2:30-4:30PM)	{		KEMPER OPEN-SUN (4:30-6:35PM) (-OP)	{		NBC NIGHTLY NEWS-SUN.(B) (6:35-7:00PM) (OP)	{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		5,5* 15 *	{		3,340 4.1	{		3,750 4.6	{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		15* 5.4	{		10 4.0	{		9* 3.7	{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		8,310 10.2	{		11,490 14.1	{		8,880 10.9	{		{		{		
	ABC TV	{		AMERICAN SPORTSMAN (2:30-3:30PM)	{		USA VS-WRLD-OLYMPIC SPRTS	{		ABC WIDE WORLD-SPORTS SUN	{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		5,0* 14 *	{		6,440 7.9	{		7,010 8.6	{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		14* 5.1	{		19 6.5	{		17* 6.7	{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		10,350 12.7	{		9,540 11.7	{		8,310 10.2	{		{		{		
	CBS TV	{		NBA ON CBS HOUSTON VS SAN ANTONIO(-OP) (1:00-3:37PM)	{		NBA ON CBS GM 2 PORTLAND VS LOS ANGELES(OP) (3:37-6:00PM)	{		CBS EVENING NEWS-DEAN	{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		6,1* 17 *	{		4,970 6.2	{		7,740 9.5	{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		17* 6.2	{		16 5.9	{		14* 5.8	{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		9,540 11.7	{		8,310 10.2	{		8,310 10.2	{		{		{		
	NBC TV	{		SPORTSWORLD (2:30-4:00PM)	{		DINAH SHORE GOLF-SUN	{		NBC NIGHTLY NEWS-SUN.	{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		5,0* 14 *	{		4,480 5.5	{		7,010 8.6	{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		14* 4.3	{		16* 5.8	{		14* 5.9	{		{		{		
TV HOUSEHOLDS USING TV WK. 1		37.7	37.2	38.3	38.1	37.9	39.6	40.1	39.9	40.9	42.0	42.7	45.2	49.3	51.5	52.4	53.9
(See Def. 1) WK. 2		36.8	37.2	37.1	38.0	39.0	39.5	39.5	40.0	41.3	42.6	43.9	45.1	45.8	49.0	50.9	53.2

U.S. TV Households: 81,500,000
(1) SUPERSTARS, ABC, (2:00-3:15PM)

For explanation of symbols, See page A.

DAY SUN. APR. 4, 1982

NielSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ACADEMY AWARDS(S)	2	9.00-12.06AM	+GRID 11.00 11.15 11.30 11.45 12.00								44,830	55.0	27,380	33.6	53	36.6 34.9 35.2 33.9 32.7	
CBS CBS NCAA BSKBL CHAMP-MON.(S)	2	12.06-12.32AM (SUS)															
	2	8.00-10.01PM	+GRID 10.00								27,220	33.4	17,600	21.6	31	17.0	
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.58- 9.59PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.58 9.59PM	9.45														
EVENING WEDNESDAY																	
ABC GREATEST AMERICAN HERO	2	8.40- 9.40PM	+GRID 9.30								17,690	21.7	12,960	15.9	25	17.1	
ABC FALL GUY	2	9.40-10.40PM	+GRID 10.30								20,860	25.6	14,020	17.2	29	19.3	
ABC CHERYL LADD SPECIAL(S)	2	10.40-11.40PM	+GRID								20,050	24.6	12,800	15.7	34		
			11.00 11.15 11.30												15.1* 32*	16.2 13.9 12.9	
CBS HERBIE, THE LOVE BUG	2	8.38- 9.38PM	+GRID 9.30								17,930	22.0	12,390	15.2	24		
CBS WKRP IN CINCINNATI	2	9.38-10.08PM	+GRID 10.00								15,730	19.3	12,710	15.6	25	16.2	
CBS BAKER'S DOZEN	2	10.08-10.38PM	+GRID 10.30								11,170	13.7	9,620	11.8	21	16.8	
CBS SHANNON	2	10.38-11.38PM	+GRID 11.00 11.15 11.30								11,490	14.1	7,820	9.6	20	11.8	
															9.6* 21*	9.7 9.4 9.8	
NBC NBC NEWS UPDATE-2-WED(SUS)	2	10.28-10.29PM	10.15														
NBC QUINCY, M.E.	2	10.30-11.30PM	+GRID 11.00 11.15								16,950	20.8	12,230	15.0	31		
															15.7* 34*	15.7	
EVENING THURSDAY																	
NBC NBC NEWS UPDATE-2-THU(SUS)		9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	13,370	16.4	12,960	15.9	26	15.9								
	2	8.58- 8.59PM	8.45														
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,240	18.7	15,240	18.7	31	18.7		14,750	18.1	14,750	18.1	33	18.1	
BS CBS NCAA CHAMP POST-SAT(S)	1	7.53- 8.00PM	7.45	13,040	16.0	9,540	11.7	21	11.7		15,970	19.6	15,970	19.6	35	19.6	

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U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE 2

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	(000)	%	%	
EVENING SATURDAY-CONT'D																			
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45																
	1	9.05- 9.06PM	9.00	15,650	19.2	15,650	19.2	31	19.2		11,000	13.5	11,000	13.5	24	13.5			
NBC NBC NEWS UPDATE-SAT.	2	8.57- 8.58PM	8.45																
	1	9.19- 9.20PM	9.15	8,480	10.4	8,480	10.4	17	10.4		6,110	7.5	6,110	7.5	13	7.5			
NBC NBC NEWS UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45																
	1	10.02-10.03PM	10.00																
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN		8.27- 8.28PM	8.15	11,410	14.0	11,410	14.0	22	14.0		11,570	14.2	11,570	14.2	23	14.2			
ABC ABC NEWSBRIEF-SUN.	1	9.55- 9.56PM	9.45	12,550	15.4	12,550	15.4	24	15.4										
	2	9.57- 9.59PM	9.45								15,080	18.5	14,670	18.0	28	18.0			
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	15,000	18.4	15,000	18.4	28	18.4		14,670	18.0	14,670	18.0	28	18.0			
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	12,550	15.4	12,550	15.4	23	15.4		12,880	15.8	12,880	15.8	24	15.8			
NBC NBC NEWS UPDATE-2-SUN.	2	9.50- 9.51PM	9.45								15,650	19.2	15,650	19.2	30	19.2			
	1	10.07-10.08PM	10.00	10,920	13.4	10,920	13.4	22	13.4										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	2	>	8.45								14,340	17.6	14,260	17.5	29	16.9	M-F		
	1	>	9.45	15,890	19.5	15,570	19.1	30	19.4	M-F						17.6	TUTHF		
			10.30													17.7	WED.		
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30	6,760	8.3	5,540	6.8	20	7.6	M-F	7,090	8.7	5,710	7.0	20	7.9	TUTHF		
			11.45						6.0	M-F						6.2	TUTHF		
ABC ABC SPECIAL RPT-3(SUS)	2	11.44-11.49PM	11.30																
ABC ABC MOVIE OF THE WEEK	1	12.00- 1.11AM	12.00	3,260	4.0	2,200	2.7	13	3.1	MON.							TUE.		
			12.15				2.9*	12*	2.7	MON.									
			12.30						2.5	MON.									
			12.45				2.5*	13*	2.5	MON.									
			1.00						2.5	MON.									
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.11AM	12.00	3,990	4.9	3,910	4.8	18	4.8	THU.									
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.10-12.43AM	12.00								4,560	5.6	3,750	4.6	20	5.8	WED.		
			12.15													4.8	WED.		
			12.30													4.0	WED.		
ABC FANTASY ISLAND-12.00		12.00- 1.09AM	12.00	4,320	5.3	3,100	3.8	18	4.3	TUE.	4,320	5.3	2,690	3.3	16	3.4	TUE.		
			12.15				4.2*	17*	4.1	TUE.				3.3*	14*	3.4	TUE.		
			12.30						3.8	TUE.						3.4	TUE.		
			12.45				3.6*	19*	3.4	TUE.				3.2*	18*	3.4	TUE.		
			1.00						2.9	TUE.						3.1	TUE.		
ABC FRIDAYS		12.00 1.11AM	12.00	5,790	7.1	3,420	4.2	16	4.3	FRI.	6,110	7.5	3,100	3.8	15	4.2	FRI.		
			12.15				4.4*	14*	4.5	FRI.				4.0*	13*	3.9	FRI.		
			12.30						4.3	FRI.						4.0	FRI.		
			12.45				4.2*	17*	4.1	FRI.				3.8*	16*	3.7	FRI.		
			1.00						3.6	FRI.						2.9	FRI.		
ABC LOVE BOAT-12.00	1	12.00- 1.08AM	12.00	5,380	6.6	3,830	4.7	22	4.7	WED.									
			12.15				4.7*	20*	4.6	WED.									
			12.30						4.8	WED.									
			12.45				4.8*	24*	4.7	WED.									
CONT'D																			

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U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC LOVE BOAT-12.00-CONT'D			1.00						4.4	WED.							
ABC VEGA\$-12.00	1	12.11- 1.19AM	12.00	3,100	3.8	2,280	2.8	14	3.3	THU.	3,100	3.8	2,120	2.6	14	3.2	THU.
	2	12.00- 1.09AM	12.00											2.9*	13*	2.7	THU.
			12.15						3.1	THU.						2.4	THU.
			12.30						2.8	THU.						2.5	THU.
			12.45				2.7*	14*	2.7	THU.				2.5*	15*	2.2	THU.
			1.00						2.5	THU.							
			1.15						2.1	THU.							
ABC LOVE BOAT-12.00	2	12.43- 1.50AM	12.30								2,530	3.1	1,790	2.2	14	2.3	WED.
			12.45													2.2	WED.
			1.00													2.4	WED.
			1.15											2.3*	14*	2.2	WED.
			1.30											1.9*	15*	2.0	WED.
			1.45												1.8	WED.	
ABC ABC MOVIE OF THE WEEK-2	1	1.11- 1.33AM	1.00	1,870	2.3	1,790	2.2	16	2.3	MON.							
			1.15						2.2	MON.							
			1.30						2.1	MON.							
ABC ABC NEWS:NIGHTLINE-MON(B)	1	1.33- 2.12AM	(SUS)														
	2	1.03- 1.47AM	1.00								3,910	4.8	3,100	3.8	25	4.7	MON.
			1.15											4.2*	25*	3.9	MON.
ABC FRIDAYS-PART 2			1.30													3.1	MON.
			1.45													3.0	MON.
		1.11- 1.19AM	1.00	3,100	3.8	2,610	3.2	16	3.1	FRI.	2,930	3.6	2,450	3.0	16	3.1	FRI.
			1.15						3.3	FRI.						2.9	FRI.
	1	1.19- 1.28AM	(SUS)														
	2	1.19- 1.29AM	(SUS)														
CBS NEWSBREAK-M-F	1	>	8.15	12,630	15.5	12,630	15.5	24	15.7	M-F							
	2	>	8.45						15.5	TU-F							
			9.30								12,630	15.5	12,630	15.5	24	16.0	M-F
CBS CBS NEWS SPEC.REPORT-TUE.(S)	2	11.30-12.03AM	11.30													13.2	WED.
			11.45								5,050	6.2	4,240	5.2	16	5.7	TUE.
			12.00													4.8	TUE.
CBS LATE MOVIE I		>	11.30	7,820	9.6	5,220	6.4	23	6.7	M-F						4.4	TUE.
			11.45						6.7	M-F						5.2	M-TH
			12.00						6.4	M-F	5,620	6.9	3,830	4.7	18	5.2	M & TH
			12.15						6.4*	M-F				5.2*	14*	5.0	M-TH
			12.30						6.3	M-F				5.0*	18*	5.0	M-TH
			12.45						5.9	M-F				5.0	M-TH	4.6	M-TH
			1.00						5.1	M-F				4.0*	21*	3.8	M-TH
			1.15													3.7	TU & W
			1.30													4.3	TU & W
			1.45														
CBS NBA ON CBS-FRI(S)	2	11.30- 1.53AM	11.30								6,680	8.2	2,850	3.5	13	5.5	FRI.
			11.45											5.0*	13*	4.4	FRI.
			12.00													3.9	FRI.
			12.15													3.6	FRI.
			12.30													3.5	FRI.
			12.45													3.0	FRI.
CONT'D														3.2*	13*		

				WEEK 1							WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NBA ON CBS-FRI(S)-CONT'D			1.00												2.7	FRI.			
			1.15											2.7	FRI.				
			1.30											2.8	FRI.				
			1.45											2.3	FRI.				
CBS LATE MOVIE II			>	12.30	4,650	5.7	3,910	4.8	27	5.0	M-F	3,750	4.6	3,020	3.7	26	4.1	M-TH	
			12.45							4.9	M-F						4.0	M & TH	
			1.00							4.6	M-F						3.6	M-TH	
			1.15					4.6*	28*	4.7	M-F				4.0*	28*	3.8	M-TH	
			1.30							3.4	FRI.						3.6	TU & W	
			1.45												3.6*	31*	3.5	TU & W	
			2.00													3.1	WED.		
NBC NBC NEWS UPDATE-M-F			>	8.45	10,270	12.6	10,270	12.6	19	11.6	M-F	11,080	13.6	11,080	13.6	21	11.9	M-F	
			9.00							16.5	WED.						15.6	M & W	
			9.15														16.4	M & W	
NBC NBC NEWS UPDATE-2-M-F			>	9.45	8,970	11.0	8,970	11.0	18	11.0	M-F	8,480	10.4	8,480	10.4	17	10.4	TU & F	
NBC NBC NEWS SPECIAL REPORT(S)			2	11.30-12.00MD	11.30							3,420	4.2	2,850	3.5	8	3.8	MON.	
					11.45												3.1	MON.	
NBC TONIGHT SHOW			11.30-12.30AM	11.30	8,800	10.8	5,300	6.5	22	7.9	M-F	8,070	9.9	5,050	6.2	22	8.6	M-F	
				11.45				7.3*	22*	6.7	M-F				8.3*	24*	8.0	TU TH F	
			12.00							6.1	M-F						6.1	M-F	
			12.15					5.7*	22*	5.3	M-F				5.7*	21*	5.3	M-F	
			12.30														4.5	M & W	
NBC DAVID LETTERMAN I			12.30- 1.00AM	12.30	2,530	3.1	2,120	2.6	14	2.8	M-TH	2,610	3.2	2,200	2.7	16	4.0	M & W	
			12.45							2.5	M-TH						3.1	M-TH	
			1.00													2.7	TU&TH		
			1.15													2.7	M & W		
NBC SCTV NETWORK			1	12.30- 2.00AM	12.30	4,560	5.6	1,870	2.3	12	3.6	FRI.	6,030	7.4	3,340	4.1	21	5.1	FRI.
			2	12.30- 1.56AM	12.30											4.7*	20*	4.4	FRI.
				12.45				2.8*	11*	2.1	FRI.						4.5	FRI.	
				1.00						2.2	FRI.						4.1*	21*	
				1.15				2.2*	11*	2.1	FRI.						3.7	FRI.	
				1.30						2.2	FRI.						3.4	FRI.	
				1.45				2.0*	13*	1.9	FRI.					3.3*	21*	3.1	FRI.
NBC DAVID LETTERMAN II			>	1.00	2,040	2.5	1,710	2.1	13	2.2	M-TH	1,790	2.2	1,630	2.0	15	2.4	M-TH	
				1.15						2.0	M-TH						2.2	TU&TH	
				1.30													1.8	M & W	
				1.45													1.7	M & W	
			VARIOUS TIMES (SUS)																
DAY MONDAY-FRIDAY																			
ABC GOOD MORNING, AMERICA-930(S)			1	9.30-10.00AM	9.30	5,050	6.2	3,990	4.9	24	4.5	MON.							
					9.45						5.3	MON.							
ABC REACH INTO SPACE(S)			1	10.00-11.30AM	10.00	10,840	13.3	5,710	7.0	28	6.4	MON.							
					10.15				6.3*	28*	6.1	MON.							
					10.30						6.0	MON.							
					10.45				6.7*	27*	7.3	MON.							
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
DAY MONDAY-FRIDAY-CONT'D			11.00															
ABC REACH INTO SPACE(S)-CONT'D			11.15					8.0*	29*	8.7 7.3	MON. MON.							
ABC REACH INTO SPACE-LANDING(S)	2	10.30-11.14AM	10.30									8,800	10.8	5,790	7.1 6.3*	28 26*		
			10.45												7.1	TUE.		
			11.00												8.8	TUE.		
ABC LOVE BOAT DAYTIME	1	>	→GRID	6,680	8.2	4,890	6.0	26			M-F							
			11.15					5.7*	26*	5.9	TU-F							
			11.30							6.2	M-F							
			11.45					6.3*	26*	6.5	M-F							
ABC ABC SPECIAL RPT-1(SUS)	2	12.56- 1.00PM	12.45													MON.		
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45								M-F					M-F		
ABC ABC SPECIAL RPT-2(SUS)	2	1.03- 1.09PM	1.00													MON.		
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	6,850	8.4	6,600	8.1	28	8.1	M-F								
	2	1.57- 1.59PM	1.45									6,600	8.1	6,360	7.8	28		
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45								M-F					M-F		
ABC ABC SPECIAL RPT(SUS)	1	3.26- 3.30PM	3.15								TUE.							
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45								M-F							
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30									10,110	12.4	6,680	8.2	23		
															7.0	WED.		
			4.45															
			5.00												7.3* 21*	7.7	WED.	
			5.15												9.1* 24*	9.5	WED.	
CBS SPRING SUNRISE SEMSTR-MWF(SUS)		6.00- 6.30AM	6.00								MON.							
CBS SPRING SUNRISE SEMSTR-TTH(SUS)		6.00- 6.30AM	6.00								M-F						M-F	
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	650	.8	490	.6	6	.5	M-F		730	.9	490	.6	6	.5	M-F
			6.45						.8	M-F							.7	M-F
CBS MORNING NEWS-7.00AM(SUS)	1	7.00- 7.30AM	7.00								MON.							
CBS MORNING NEWS-8.00AM(SUS)	1	8.00- 8.30AM	8.00								MON.							
CBS CBS NEWS SPC.RPT 1045AM(S)	1	10.45-11.17AM	10.45	7,250	8.9	5,620	6.9	25	6.3	MON.								
			11.00						7.5	MON.								
			11.15						7.3	MON.								
CBS COLUMBIA-3RD JOURNEY-TUE.(S)	2	10.47-11.17AM	10.45									7,340	9.0	5,540	6.8	25	6.6	TUE.
			11.00														7.0	TUE.
			11.15														6.7	TUE.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,300	6.5	5,130	6.3	25	6.3	M-F		5,130	6.3	4,970	6.1	27	6.1	M-F
CBS COLUMBIA-3RD-JOURNEY-MON(SUS)	2	12.57- 1.03PM	12.45															
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,620	6.9	5,300	6.5	20	6.5	M-F		5,540	6.8	5,300	6.5	22	6.5	MON.
NBC TODAY SHOW-7(SUS)	1	7.00- 7.30AM	7.00															
NBC TODAY SHOW-7.30AM-MON(B)	1	7.30- 8.00AM	7.30	3,830	4.7	2,770	3.4	23	3.0	MON.								M-F
			7.45						3.8	MON.								
NBC TODAY SHOW-8(SUS)	1	8.00- 8.30AM	8.00								MON.							
NBC TODAY SHOW-9(SUS)	1	9.00- 9.30AM	9.00								MON.							
NBC TODAY SHOW-9.30AM(S)	1	9.30-10.00AM	9.30	3,340	4.1	2,690	3.3	16	3.1	MON.								
CONT'D																		

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
NBC TODAY SHOW-9.30AM(S)-CONT'D			9.45							3.5	MON.								
NBC COLUMBIA III LANDING(S)	2	10.30-11.30AM	10.30 10.45 11.00 11.15									9,540	11.7	6,280	7.7 6.9*	30 28*	6.6 7.1 8.5 8.5	TUE. TUE. TUE. TUE.	
NBC COLUMBIA III LAUNCH(S)	1	10.30-11.30AM	10.30 10.45 11.00 11.15	6,930	8.5	4,320	5.3 4.8*	20 19*	4.3 5.4 5.9 5.6	MON. MON. MON. MON.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,830	4.7	3,670	4.5	26	4.5			3,590	4.4	3,100	3.8	24	3.8		
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	3,590	4.4	3,420	4.2	19	4.2			3,420	4.2	3,100	3.8	19	3.8		
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	4,400	5.4	3,420	4.2	17	4.2			3,590	4.4	2,930	3.6	15	3.6		
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	5,620	6.9	5,380	6.6	23	6.6			3,830	4.7	3,590	4.4	18	4.4		
CBS SPRING SUNRISE SEMSTR-SAT(SUS)		6.00- 6.30AM	6.00																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,670	4.5	3,180	3.9	22	3.9			2,930	3.6	2,280	2.8	17	2.8		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,180	3.9	3,020	3.7	16	3.7			3,020	3.7	2,850	3.5	18	3.5		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,160	5.1	3,670	4.5	19	4.5			3,670	4.5	3,180	3.9	17	3.9		

CBS IN THE NEWS-9.56AM	9.56- 9.59AM	9.45	5,540	6.8	5,220	6.4	24	6.4			5,620	6.9	5,460	6.7	27	6.7	
CBS IN THE NEWS-10.56AM	10.56-10.59AM	10.45	6,760	8.3	6,360	7.8	28	7.8			5,870	7.2	5,710	7.0	28	7.0	
CBS IN THE NEWS-11.26AM	11.26-11.29AM	11.15	6,030	7.4	5,870	7.2	25	7.2			5,620	6.9	5,460	6.7	25	6.7	
CBS IN THE NEWS-11.56AM	11.56-11.59AM	11.45	5,130	6.3	4,560	5.6	19	5.6			5,220	6.4	4,650	5.7	21	5.7	
CBS IN THE NEWS-12.26PM	12.26-12.29PM	12.15	3,670	4.5	3,420	4.2	14	4.2			3,020	3.7	2,610	3.2	12	3.2	
CBS IN THE NEWS-12.56PM	12.56-12.59PM	12.45	3,910	4.8	3,830	4.7	15	4.7			4,240	5.2	3,990	4.9	18	4.9	
CBS IN THE NEWS- 1.26PM	1.26- 1.29PM	1.15	3,340	4.1	3,180	3.9	12	3.9			3,340	4.1	3,100	3.8	13	3.8	
NBC BETCHA DON'T KNOW-8.28AM	8.28- 8.30AM	8.15	4,240	5.2	4,160	5.1	30	5.1			4,160	5.1	3,990	4.9	31	4.9	
NBC BETCHA DON'T KNOW-9.28AM	9.28- 9.30AM	9.15	8,310	10.2	7,990	9.8	41	9.8			8,150	10.0	7,910	9.7	42	9.7	
NBC BETCHA DON'T KNOW-10.28AM	10.28-10.30AM	10.15	5,460	6.7	5,300	6.5	25	6.5			4,730	5.8	4,560	5.6	23	5.6	
NBC BETCHA DON'T KNOW-11.58AM	11.58-12.00NN	11.45	4,890	6.0	4,650	5.7	20	5.7			3,910	4.8	3,500	4.3	16	4.3	
NBC BETCHA DON'T KNOW-12.28PM	12.28-12.30PM	12.15	5,870	7.2	5,460	6.7	23	6.7			3,990	4.9	3,750	4.6	17	4.6	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.25AM	11.25-11.29AM	11.15	3,670	4.5	3,260	4.0	14	4.0			3,590	4.4	3,100	3.8	15	3.8	
CBS IN THE NEWS-8.26AM-SUN(SUS)	8.26- 8.29AM	8.15															
CBS IN THE NEWS-8.56AM-SUN(SUS)	8.56- 8.59AM	8.45															
CBS NBA ON CBS	2 1.00- 3.37PM 1 2.00- 4.21PM	-GRID -GRID									9,700	11.9	4,810	5.9	18		
		3.30 4.15	13,530	16.6	6,850	8.4	23										
NBC KEMPER OPEN-SUN.(S)	1 4.30- 6.35PM	-GRID 6.30	7,990	9.8	3,340	4.1	10	8.2* 22*	7.7 6.0								5.7